

Kimbra Cutlip
WRITER / EDITOR

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I'm a self-driven professional with an extensive background writing and producing content for a broad range of audiences. I've worked across all media from print and digital to video, audio and photo-driven narratives.

EDUCATION

BA Magazine Journalism
Newhouse School of
Communications,
Syracuse University

BA Cultural Anthropology /
African Studies
Syracuse University

Graduate work:
Museum Studies w/ Marine
Science core George
Washington University

PROFESSIONAL EXPERIENCE

Senior Writer/ Communications Lead (contract)

Global Fishing Watch

Washington, DC

April 2016 - January 1, 2018

Senior science writer, communications lead for a non-profit tech start-up that uses satellite technology and machine learning to identify and map all commercial fishing activity across the globe. Audiences included the general public, conservation organizations, governments, data scientists, fishing industry and funders. Responsibilities included:

- **Researching and writing** articles, blog posts, press releases, newsletter content, social media posts, white papers, position statements, and other content featuring Global Fishing Watch data, scientific analysis and research results.
- **Interviewing and Working closely** with in-house data scientists and analysts, outside researcher partners and members of the media to stay informed about developments in fisheries science, to develop ideas for stories and to craft engaging narratives that highlight organizational impact and convey technical concepts for non-technical audiences.
- **Producing videos and social media posts** and collaborating with team members on social media and online distribution of a variety of products.
- **Graphic design** for the blog, web pages and print-style marketing materials.
- **Tracking media coverage** of Global Fishing Watch and competitors through Meltwater.
- **Coordinating** with CEO, COO, Science Director, Chief of Staff and Chairman of the Board on messaging and on prioritizing communications projects through multiple weekly meetings.

Freelance Science Writer and Communications Specialist**March 2009 - May 2016**

- **Columnist (2009 - 2017): *Weatherwise Magazine*:** Responsible for the news round-up and personal profile departments in each issue of this 70 year-old national meteorology magazine. Searched science journals, science news outlets and meetings for story ideas and profile subjects, selecting topics, interviewing and writing columns.
- **Feature Writer:** published in *Smithsonian.com*, *The Washington Post*, *Baltimore Sun*, *Environment Magazine*, *Geotimes*, Chemical Heritage Foundation online, *U.S. Air Force Center for Strategy and Technology Magazine*, Cousteau Society's *Calypso Log*, *Environment Magazine*, *Food Chemical News*, and others.
- **Columnist (1998- 2001)** *The Baltimore Sun* community column.
- **Corporate and institutional writing, video production and communications:** Blogger, copywriter, marketing and public affairs writer. Client projects include strategic communications development, annual report and donor reports, press releases, brochures, multi-media presentations, videos, web site development and blogs. Clients include: science museums, environmental research centers, advocacy organizations, regional hospital centers, global biomedical research organizations, architectural firms, and others.
- **Other:** Published in literary journals. Authored illustrated children's books and a young-adult novel.

Science Writer/Editor, Communications Lead**Smithsonian Environmental Research Center****Edgewater, Maryland****April 2003 - February 2009**

This was a new position to establish an office of communications for a multi-disciplinary international research center of the Smithsonian Institution. Accomplishments included:

- **Researching, writing and producing** content to highlight SERC's scientific results and impacts. Written materials included web features, press releases, brochures, fliers, newsletters, white papers, board reports, videos and other materials to help convey the relevant and exciting work being conducted by SERC researchers.
- **Interviewing researchers**, reading research papers and translating highly complex concepts and scientific language into engaging narrative with an accessible writing style and voice.
- **Working creatively across 14 research departments and dozens of project teams** to create the communications strategy and editorial standards, and to implement a consistent voice, tone and style throughout all print and digital media products.
- **Shooting and Editing** videos and photos to support communications goals.
- **Tracking Media coverage:** Using Cision
- **Hosting Media:** Conducting media tours and organizing and promoting media events and on-site media days.
- **Media Training:** Coaching and training scientific staff in communicating effectively with the media.

Work Experience Cont'd

Associate Editor/ Interim Managing Editor
Weatherwise Magazine/ Heldref Publications
Washington, D.C.
April 1996 - April 2003

- **Responsible for all phases of production of a national science magazine** in coordination with editorial staff.
- **Drafting, copy editing, proofreading and preparing 150 to 200 feature articles** for publication to convey highly complex, science concepts using engaging stories and language appropriate for a general audience.
- **Identifying potential stories and** developing them into feature articles
- **Writing, editing, and preparing 72 articles** in the departments and columns section.
- **Ensuring adherence to editorial standards** and language reflective of the magazine's consistent style and voice.

SELECTED HONORS & MEMBERSHIPS

- Center for the Advancement of Science Writing New Horizon's fellowship recipient - 2002
- Washington Ed Press Excellence in Print Silver Award - 1997
- Member of National Association of Science Writers since 1997 to present
- Member of the Grants Committee for National Association of Science Writers. 2015 to present
- Member of American Society of Journalists and Authors since 1997
- Member of the Author's Guild since 2000

VOLUNTEER ACTIVITIES

- *Street Child Oyster Roast for Ebola Children:* Created an annual oyster roast raising >\$2,500 For Street Child, which provides economic development for extended families of children orphaned by Ebola so they can welcome these children and feed, clothe and educate all the children in the household.
- *Anne Arundel County Fire Department:* EMT, Firefighter I 1994-1997
- *Arlington County Fire Department:* EMT, Firefighter I 1999-1993
- *American Academy for Underwater Sciences* Web Master and writer 1996-2000
- *U.S. Peace Corps:* Volunteer, Niger, West Africa