

Marissa Zuckerman

www.marissazuckerman.com • www.linkedin.com/in/marissazuckerman/

EXPERIENCE

American University, School of Communication, Washington, D.C. Aug. 2018 – Present
Research Associate, Institute on Disability and Public Policy (IDPP)

- Manage all IDPP communications activities, including website, social media, e-newsletter, and written copy
- Revitalize and execute IDPP's monthly e-newsletter after a three-year hiatus
- Strategize with Executive and Deputy Directors to coordinate IDPP's Spring Joint Advisory Board Meeting

American University (AU), College of Arts and Sciences, Washington, D.C. Feb. 2019 – April 2019
Marketing and Communications Assistant, Critical Race, Gender, and Culture Studies Collaborative

- Orchestrated marketing and communications strategy for first-ever sold-out disability symposium
- Designed event materials including accessibility guides, event programs, posters, and digital graphics
- Assisted with day-of activities, including event setup and breakdown, live social media posts, and photography

Boyce Thompson Institute (BTI) for Plant Research, Cornell University, Ithaca, N.Y. May 2017 – July 2018
Communications Associate

- Collaborated with researchers to publicize current research using traditional and emerging tools and tactics
- Produced written copy and stories on research in the fields of molecular and computational biology
- Orchestrated 2017 Annual Report project, including written copy, photography, marketing, and distribution
- Coordinated and publicized BTI's first sold-out and sole annual public event with 100+ in attendance

Paleontological Research Institution, Cornell University, Ithaca, N.Y. July 2016 – Apr. 2017
Manager of Marketing and Communications

- Researched, implemented, and evaluated all institutional communications activities including social media, digital and print advertising, email marketing, and media/public relations
- Announced latest research and publications in the fields of paleontology and Earth system science
- Directed communication strategies for 50+ annual programs and events at the Institution's two public venues, the Museum of the Earth and the Cayuga Nature Center

Marketing and Communications Associate Jan. 2016 – June 2016

- Collaborated with Director of Development to implement inaugural communications campaigns for the "Auction of Epoch Proportions" fundraiser and Young Naturalist Community Access Program

EDUCATION

American University, School of Communication, Washington, D.C. Expected: June 2019
Master of Arts in Strategic Communication, Science Communication concentration

- GPA: 3.75/4.00
- Relevant Coursework: Writing for Strategic Communication, Public Communication Research, the Science of Science Writing, Health Communication, Social Media Strategies and Tactics, Digital Communication Analytics, Strategic Communication Management
- Thesis: "#OMGGMO: A Case Study on Social Media Listening for Science Communication"

Ithaca College, School of Humanities and Sciences, Ithaca, N.Y. Awarded May 2016
Bachelor of Science in Environmental Science, Nutrition Promotion minor

- Honors and Awards: Omicron Delta Epsilon (Economics Honor Society), John B. Harcourt Scholar
- Relevant Coursework: Global Health, Principles of Chemistry I and II, Organic Chemistry I, Environmental Toxicology, Argument Writing,
- Capstone Research: "Ascorbic Acid Content in Vegetative Produce Cultivated in Aquaponic and Conventional Agriculture Systems: A Comparative Analysis"

LEADERSHIP AND OTHER ACTIVITIES

American University Academic Support and Access Center, Final Exam Proctor Dec. 2018 – May 2019
American University Center for Media and Social Impact, Event Volunteer Feb. 2019

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Boyce Thompson Institute , Community Engagement Committee Co-Chair/Secretary,	Jun. 2017 – July 2018
Boyce Thompson Institute , Postgraduate Society Communications Liaison	Jun. 2017 – July 2018
Chemung County Habitat for Humanity , Resource Development Committee Secretary	Jan. 2017 – July 2018
Chemung County Habitat for Humanity , Social Media Volunteer	Jan. 2017 – July 2018
Chemung County Habitat for Humanity , Marketing and Fundraising Intern	Jan. 2016 – July 2016
Leadership Tompkins , Participant, Community Leadership Training Program	Sept. 2017 – May 2018
March for Science of Central New York , Marketing Volunteer and Opening Speaker	April 2017

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher), Google Drive (Sheets, Slides, Forms, Docs), Adobe Creative Suite (InDesign, Photoshop, Audition), GIMP, Canva, WordPress, Wix, Squarespace, Constant Contact, MailChimp, iMovie, DSLR cameras, podcasting

CERTIFICATIONS

Digital Analytics Certifications: Google Analytics, Meltwater, Hootsuite, Facebook Audience Insights

Other Certifications: Mental Health First Aid (National Council for Behavioral Health), First Aid/AED/CRP (American Heart Association)