





ANDREA SCHNEIBEL

SCIENCE WRITER AND PUBLIC RELATIONS COORDINATOR

CONTACT

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EDUCATION

MASTER'S IN SCIENTIFIC, MEDICAL & ENVIRONMENTAL COMMUNICATIONS
Universitat Pompeu Fabra, Spain
2015

B.A. IN JOURNALISM & COMMUNICATIONS
Central University of Venezuela
2010

SKILLS

➤ PROFESSIONAL

- Media Relations
- Creative Presentations
- Brand Representation
- Content Distribution
- Customer Service
- Budget Management
- Contract Negotiation
- Event Organization
- Team Work
- International Relations

PROFESSIONAL EXPERIENCE

SCIENCE WRITER AND PUBLIC RELATIONS COORDINATOR

University of Tennessee | Knoxville, TN | 2018 – Present

- Responsible for writing and distributing news releases, feature stories, and messages for various internal and external audiences.
- Develop stories and media plans in strategic areas that highlight faculty and student research expertise and impact.
- Build and maintain trusting relationships with local, national and international reporters.
- Participate in the management of positive and negative publicity of UT, with special management in crisis communications and damage control.
- Provide training for faculty, staff, and students on talking points and media appearances.
- Current clients include the colleges of Arts and Sciences; Nursing; Education, Health and Human Sciences, and the Body Farm.

COMMUNICATIONS COORDINATOR

Knoxville Area Transit | Knoxville, TN | 2016 – 2018

- Within deadline, produce, design and publish creative content for internal consumption in different formats (video, photography and text) to be published in a variety of platforms (intranet, internal video signage and email).
- Serve as project manager for the design, development, implementation and ongoing management of the brand's new website, katbus.com, launched in June 2017.
- Write, edit, design and share daily content on Facebook, Twitter, YouTube and Instagram. The goal of this content is to engage Knoxville passengers and help grow ridership of all 23 fixed routes, three trolley lines and paratransit service.
- Promote a positive media image of our brand in conjunction with strategic partners (i.e. City of Knoxville, Tennessee Public Transportation Association).

COMMUNICATIONS CONSULTANT FOR SCIENCE AND DEVELOPMENT

2011 – 2019

- Research, conduct interviews, write and edit news (written and multimedia) about science breakthroughs and scientific policies and developments in Latin America and the United States.
- Production of content for websites.
- Pitch content to national and international outlets to ensure coverage of relevant topics.
- Current clients include Burness Communications, the National Audubon Society, & Scientific American.

SCIENCE REPORTER (ON-SITE TRAINING)

Scientific American | New York City, NY | August to December 2015

- Research, conduct interviews, write, edit and produce news about scientific topics relevant for Latin American readers and American readers that have special interest in Latin American affairs.
- Production of content for the website.

SKILLS

➤ TECHNICAL

- Microsoft Office
- Adobe Creative Suite
- CMS Systems
- Photo and video production
- Email and digital marketing
- Digital and traditional publications

LANGUAGES

- **ENGLISH**
Native competence
- **SPANISH**
Native competence
- **GERMAN**
Basic professional competence

EXPERIENCE CONTINUED

USER ENGAGEMENT COORDINATOR FOR LATIN AMERICA

SciDev.Net | 2013 – 2016

- Implement regional social media plans with the regional editorial team and ensure consistent branding across networks.
- Produce, edit, translate, build and distribute promotional digital and print materials to meet the needs of a variety of regional audiences.
- Promote the syndication of content from the Latin America platform through a mix of methods, including social media platforms, print and TV appearances.
- Identify and secure opportunities of strategic alliances to strengthen SciDev.Net regional presence and influence, organizing and assisting to international promotional and networking events and ensuring direct contact with organizations, institutions and individuals.
- Contribute to the development of regional strategies with the user engagement manager in London and the rest of the Global Marketing Team.
- Manage ad-hoc projects when they arise, ensuring they meet objectives and are within budget.
- Execute the yearly budget for User Engagement office of the Latin America and Caribbean region, along with the Regional Editor, based in Rio de Janeiro, Brazil.
- Position's duties include regular international travel.

ASSISTANT TO THE CONFERENCE SERVICES UNIT

United Nations Convention to Combat Desertification | Bonn, Germany | February to September 2013

- Support for conference arrangements and execution of diplomatic events at the UN Headquarters in Bonn, Germany.
- In charge of the diplomatic communications for delegates attending the CST-S3 with its 2nd. Scientific Conference and the CRIC11, held in Bonn, Germany in April 2013, as well as the 11th Conference of the Parts of UNCCD, held in Windhoek, Namibia in September 2013.
- Some of the activities include writing and follow-up of the Note Verbale (diplomatic communications with embassies and consulates), nomination letters, visa processing for delegates of over 80 different countries and assistance with delegates' travel arrangements, as well as liaising with the embassies and consulates to ensure proper issuance of documents and registration processing.
- Workload equivalent to a G-5 position inside the UN System.

SCIENCE AND TECHNOLOGY REPORTER

El Nacional (National newspaper) | Caracas, Venezuela | 2010 - 2012

- In charge of investigation, design, production, writing and fact-checking of science, health and environmental pieces.
- Published 4 times a week with 800.000 readers each week.

CREW CHANGE COORDINATOR

Scan Geophysical ASA | Caracas, Venezuela | 2007 - 2008

- Responsible of the whole crew change and traffic logistics area: travel documents, airtickets, hotel bookings, corporate events. In charge of current and new contracts with travel agencies, private transportation companies, airlines and hotels (including credit lines).
- Responsible for crew changes every six weeks (around 100 people each time), coming from different parts of the world to work on board of company vessels.
- Responsible for the communications with the offices in Oslo, Moscow and Manila, to solve everything regarding the incoming and outgoing crew working in Venezuela.