

# Samantha K. Harvey, M.S., M.A.

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## Skills Summary:

**-Writing:** Senior level content writing, research, science writing, "Requests for Proposals" (RFPs), grant writing, creative writing, proofreading; copy editing; storytelling and brand creation; communications products, web content/analysis: SEO optimization; AP, AMA and literary style techniques, Microsoft Office, Mac, CMS applications, WordPress, E-Commerce platforms

**-Communications:** Senior level creation, implementation and execution of integrated public relations campaigns; excellent interviewing and storytelling skills, especially with translating highly technical or complex subject matter into mainstream stories; marketing/branding, technology, science and non-profit communications; social innovation and product marketing; account management, business analytics and optimization across digital, social and new media platforms, market research and analysis, proficiency with Omniture, Google Analytics, E-commerce marketing platforms

**I have a unique skill set that merges science & technical expertise with communications, marketing, writing and storytelling for a wide variety of multigenerational audiences, including scientists, engineers, teachers, influencers and the public.**

## Experience:

### Alchemy63, LLC

April 2017 - Present

#### **Owner, Senior Writer, Biologist, Alchemist**

Small Business Owner: Alchemy63's story begins and ends with bridging the traditional gap between science and spirituality. Through a unique collection of handmade wellness and 'wearable healing' products, solutions and custom-tailored individual healing sessions, I combine my own patent-pending scientific processes with spiritual practices. These include reiki, energy work and crystal healing. I also serve as technical writer/editor, marketing/social media manager and SME science consultant for the brand. My one-of-a-kind technique facilitates connections between the scientific method and metaphysical observations and practices to empower the new paradigm of wellness and a higher state of individual consciousness.

### ScienceCom, Inc.

February 2014 - Present

#### **Owner, Sole Proprietor, Research Analyst, Senior Writer, Strategic Communications Specialist**

-Strategist: designing content-driven strategic communication and marketing plans utilizing story-telling and placement in social and other media channels through comprehensive editorial calendars, webinars  
-Content Writer, Editor, Storyteller: specializing in entertainment, science, technology, sports, nature and wildlife  
-Web Analyst: Using Omniture and Google Analytics, currently assisting clients with metrics and strategies to augment user experiences and increase traffic  
-SME Consultant: Biology, Wildlife Ecology, Creative Writing

### Amgen, Inc.

November 2015 - April 2016

#### **Senior Science Writer, Editor, Contract Project Management Consultant**

-Science Writer, corporate communications: Researched and wrote stories for internal and external Amgen web sites. Projects included: Product stories, pharmaceutical and biotechnology industry trends, web content, blogs  
-Science Editor: Edited technical and PR documents and features, including communications products, web site pages and articles about biotechnology, molecular biology trends and outreach surrounding these initiatives

### SADA Systems, Inc.

October 2014 - June 2015

#### **Technical Content Writer, Editor**

-Writer for new web content, blogs and marketing materials for certified National Services Provider (NSP) for Microsoft and Premier Partner with Google cloud computing solutions IT consulting firm. Projects included: Microsoft Azure, Microsoft Enterprise Mobility Suite, SharePoint Online, Dynamics CRM Online, Power BI, SaaS, IaaS, Google Apps for Work, Google Drive, Google Maps, Google Cloud Platform  
-Technical Editor: Wrote and edited science, technical and PR documents and features, including communications products, web site pages and articles about computing solutions, technology, media, policy

**Nominee/Winner: "Microsoft Partner of the Year Award" 2014, 2015**

### NASA's Jet Propulsion Laboratory, Pasadena, CA

June 2001 - January 2014

**Program Science Analyst, Senior Science/Technical Writer, Web Producer, Communications Specialist**

-**Astrobiologist**, Cassini-Huygens Mission to Saturn and Titan. Analyzed raw data coming down from spacecraft, after Saturn orbit insertion (SOI). Research: organics, surface composition, chemistry. I also translated binary code images and data from onboard instruments to processed data

-**Science writer**: Cassini Huygens web site. Wrote articles, features and science highlights chronicling Cassini-Huygens mission and exploration goals around Saturn.

-**Content writer**: JPL's Office of the Chief Science and Technologist (OCSCT) website, containing information about lab-wide research projects, personnel, and strategic goals and directives

-Wrote content and uploaded all research, science, data analysis, technology, multimedia presentations

**Winner: "NASA Excellence in Writing: Cassini-Huygens Mission to Saturn & Titan" awards, 2008-2009**

**Webby winner: Best Science Site: 2008**

**Winner: "NASA Excellence in Science Writing" awards, 2008, 2010, 2013**

-**Program Science Analyst**: Spearheaded Adobe Omniture and Google Analytics apps to provide reports to NASA Headquarters. Reports included: metrics, bounce rates, Meta tagging, search engine sources, and demographics.

**Key Achievement: Improved bounce rates and yearly site performance by 78%.**

-**Web Producer/Communications Specialist**: Managed written content for global public website: NASA's Solar System Exploration (SSE). SSE contains more than 250,000 pages and hosts more than 6 million unique visitors per year.

With Raytheon, developed and implemented Content Management System (CMS) for multimedia and scientific content; senior level public engagement of all web strategy including SEO, metrics, traffic

-Managed NASA Solar System Exploration social media accounts, including Facebook, Instagram, Twitter and Pinterest

**Webby winner: People's Choice, 2013-- Best Science and Best Government sites.**

**Webby Nominee: Best Science and Best Government sites 2012-2013**

**National Geographic's *The Human Edge***

**December 1999 - June 2002**

**Head of Research, *The National Geographic Channel, Van Ness Films***

-Generated, researched and promoted all ideas for this 26-episode cutting-edge science magazine program

-Managed a staff of three researchers for accurate and creative scientific content

-Achieved goals in several areas of television production, including public relations, interviews, footage clearance, writing and editing

-Served as scientific expert/liaison to the Vice President, National Geographic Channel

-Annotated and verified all 84 scripts for scientific accuracy, marketability & content

**Wetlands Information, Research & Planning Services,**

**September 1996 – December 1999**

**Environmental Public Relations Consultant/Research Scientist**

-Research Consultant: Wetland ecology, restoration, taxonomy, ornithology and water issues relating to the Santa Monica Bay

-Project manager: Created, developed and implemented more than 15 successful multimedia campaigns, serving as liaison between media and science organizations

-Developer: Science curricula for nationwide public broadcasting clients

-Marketing & Communications Strategist: Researched, wrote and implemented successful strategic communication plans, news stories, releases for comprehensive science and environmental formal & informal education programs across Los Angeles

-SME: Wildlife Biology, Non-Profit Management, Ornithology, Water Shed Restoration & Management

**Winner: "National Environmental Education Foundation Excellence in Conservation Management" award, 1998**

**Education:**

**American University, Washington, DC** 1996

*Master of Arts, Public Communication, Media, Writing*

**Georgetown University, Washington, DC** 1996

*Master of Science, Biological Sciences*

**School for Field Studies, Curu, Costa Rica** 1992-1993

*Graduate Research, Primate Ecology*

*"Dietary Patterns of Lactating versus Non-Lactating Female Howler Monkeys (*Alouatta palliata*)."*

**Gettysburg College, Gettysburg, PA** 1992

*Bachelor of Arts, Environmental Science, English*

**The Juilliard School, New York, NY** 1987