

Katy (Kathryn) Mersmann

913-375-7050 · katmers@gmail.com · katymersmann.com

PROFESSIONAL EXPERIENCE

Social Media Specialist

March 2022 - Present

NASA's Goddard Space Flight Center

- Create, curate, edit, write, and post content to NASA Goddard social media accounts — X, Facebook, Instagram, LinkedIn, and Flickr — averaging more than 1,000 posts a year. Back up posting to and managing nasa.gov/goddard. Lead social for @NASA_GISS and provide Earth science/climate communications expertise.
- Lead social video production and manage Goddard's YouTube account with more than 1.6 million followers, working with video producers to create and publish content.
- Develop strategy and produce vertical video content for Instagram Reels and YouTube Shorts, including a science-focused series, [Goddard Glossary](#), as well as an [eclipse science](#) series with more than 14 million views on YouTube. Work with video producers to reimagine traditional video content vertically.
- Support and provide guidance to 15 social media managers running more than 40 NASA social media accounts, with 50 million+ followers. Serve as acting NASA Goddard digital lead for periods ranging from one week to three months, overseeing all social media and website management.
- Lead accessibility for Goddard social and digital media, implementing best practices for alt-text and image descriptions. Piloted a program for [video descriptions](#) for blind and visually impaired audiences, including negotiating a partner contract to provide audio descriptions. Worked to include full image descriptions in the release of the Webb Telescope's first science images, which garnered media coverage on their own, as an "excellent example of how to use alt text."
- Strategized, developed and posted social content for the launch, deployment, and image release of the James Webb Space Telescope, including collaborations with the White House and NASA's most-engaged and most-viewed [posts](#) to date. Organized and led in-person NASA Social influencer event as part of the First Images release, with 25 attendees, 10 staff, and 2 locations.

Earth Science Social Media Co-lead, Video Producer

Oct. 2016 - March 2022

USRA/KBRWyle at NASA's Goddard Space Flight Center

- Created, curated, edited, wrote, and posted content to NASA's Earth science accounts — X, Facebook, and Instagram — increasing following by more than 200% while sharing research news, mission updates, and agency communications priorities.
- Worked closely with writers, producers, and public affairs officers to design strategic social media campaigns, aligning with agency-wide communications priorities.
- Developed and implemented social strategy for the Webby-winning [NASA Explorers](#) digital series, now one of NASA's flagship streaming programs.
- Wrote, edited, and produced up to 30 videos per year about NASA Earth science research, including interviewing subject matter experts, writing scripts, and editing videos.
- Developed, scripted, and produced live broadcasts, including Earth science-focused episodes of NASA Science Live, Facebook Lives from NASA's accounts, and NASA TV broadcasts.
- Designed and produced communications products, including live broadcast campaigns and media interviews.

TECHNICAL SKILLS

Multimedia production:

Adobe Premiere, Photoshop, AfterEffects, Canva

Social media management:

Instagram, X (Twitter), Facebook, LinkedIn, YouTube, Snapchat, Tumblr, Reddit, Bluesky, Flickr

Content management:

Sprinklr, Wordpress, Hootsuite, Drupal

EDUCATION

Master of Arts, Journalism

University of Missouri, 2016

Bachelor of Journalism, Convergence

Bachelor of Arts, Classical Humanities

University of Missouri, 2015

AWARDS

Webby

Education and Discovery

Social Series & Campaigns, [2020](#), [2023](#), [2024](#)

NASA's Robert H. Goddard Award

Diversity, Equity, Inclusion, and Accessibility, 2023

DC Science Writers Association Newsbrief Award

Multimedia, 2022