

HEATHER D'ANGELO

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Writer | Editor | Content Strategist | Specializing in Storytelling in the Sciences

EXPERIENCE

Tencent America, Palo Alto, CA

Now.space Managing Editor | Content Strategist (2015-2017)

Provided creative leadership for Now.space, an online magazine featuring space science news.

- Brought the idea of Now.space to life, including its branding and visual identity, information architecture, user experience, and content strategy; authored website name and tagline.
- Independently established editorial direction, generating a consistent audience base within the first six months.
- Directed an engineering team in Beijing to implement mobile design of site.
- Managed a \$100k annual content production budget.
- Collaborating with legal department on contracts and infrastructure for external hires.
- Hired and managed a team of freelance creative talent, including designers, photographers, writers, videographers, infographic artists, and podcast producers.
- Created advertising campaigns on Facebook and Twitter and used Facebook Analytics and Twitter Insights to evaluate their efficacy. Measured site performance with Google Analytics.
- Spearheaded all promotional efforts, including securing media partnerships with conferences.
- Wrote and edited a diverse range of content including feature articles, website and social media copy, marketing materials. Conducted interviews for video and our podcast, *Wonder*.

Mongabay.com, San Francisco, CA

Freelance Journalist and Social Media Consultant (2014-2015)

Mongabay.com is a leading environmental news website focusing on current issues in tropical conservation.

- Wrote, researched, and fact-checked conservation articles for online publication.
- Curated and created original content for Instagram.

Carnegie Institution for Science, Stanford, CA

Public Outreach Assistant to Greg Asner (2015)

The Carnegie Airborne Observatory (CAO) is an advanced aircraft-based mapping and data analytics system.

- Managed the public outreach efforts for the launch of the third generation CAO.
- Wrote and designed publicity materials.
- Managed and created content for Twitter and Facebook.

Au Revoir Simone, Inc./Our Secret Record Company, New York, NY

Co-Founder (2003-2015)

Au Revoir Simone is a band; Our Secret Record Company is their label.

- Managed the release of eight albums from inception to production to promotion.
- Directed all facets of daily business operations from providing overall creative direction to coordinating worldwide tours.
- Managed and created content for Twitter, Facebook, and Instagram.
- Negotiated partnerships with fashion and retail companies including Miu Miu, Ray Ban and Madewell.
- Secured music placements in films, television shows, and commercials.
- Featured in *Vogue*, *Rolling Stone*, *Spin*, *Sunday Times Culture*, and other publications.

Columbia University, New York, NY

Research Assistant to Krista McGuire (2010-2013)

- Wrote and edited three manuscripts for publication.
- Coordinated travel to research sites in Borneo; facilitated meetings with NGOs and research labs.

EDUCATION

- **Columbia University**, New York, NY. B.S., Environmental Biology (2012), Dean's List
- **Parsons School of Design**, New York, NY. B.A., Photography (2001)

EDUCATIONAL OUTREACH

Bay Area Tropical Forest Network, San Francisco, California (08/2014-present)

- Board Member, Organizer, Event Planner

Association for Tropical Biology and Conservation, San Jose, Costa Rica (07/2013)

- Annual Conference, Panel Moderator: Gender/Women-in-Science

PUBLICATIONS – SCIENTIFIC

- Wood, S.A., Gilbert, J.A., Leff, J.W., Fierer, N., **D'Angelo, H.**, Bateman, C., Gedallovich, S.M., Gillikin, C.M., Gradoville, M.R., Mansor, P., Massmann, A., Yang, N., Turner, B.L., Brearley, F.Q., McGuire, K.L. (2017). Consequences of tropical forest conversion to oil palm on soil bacterial community and network structure. *Soil Biology and Biochemistry* 112:258-268.
- McGuire, K.L., **D'Angelo, H.**, Brearley, F.Q., Gedallovich, S.M., Babar, N., Yang, N., Gillikin, C.M., Gradoville, R., Bateman, C., Turner, B.L., Mansor, P., Leff, J.W., Fierer, N. (2015). Responses of soil fungi to logging and oil palm agriculture in Southeast Asian tropical forests. *Microbial Ecology* 69: 733-747.
- **D'Angelo, H.**, McGuire, K.L., Gillikin, C.M., Merrer, D.C. (2015). Evaluating the impact of oil palm agriculture and logging on soil microbial communities. In: Brearley, F.Q., Thomas, A.D. (eds.) Land-use Change Impacts on Soil Processes. CABI, U.K. pg 21-30.
- McGuire K.L., **D'Angelo H.**, Essene, A., Massmann, A., Mansor, P., Yang, N., Gillikin, C.M., Gradoville, R., Gedallovich, S.M., Babar, N., Turner, B.L., Merrer, D., Gilbert, J., Peay, K., Russo, S, Leff, J.W., Fierer, N. (2014) Simultaneous analysis of fungal and bacterial composition across a soil edaphic gradient in Southeast Asian dipterocarp rain forest. Conference paper.

SKILLS

Office: Microsoft Word, Excel, PowerPoint

Media Production: Studio and Documentary Photography, Adobe Lightroom, Garage Band, Soundcloud

Promotions: Eventbrite, Mailchimp

Social Media Management, Ads, and Analytics: Twitter and Twitter Insights, Instagram and Instagram Insights, Facebook and Facebook Analytics, Buffer, Hootsuite, TweetDeck, Sprout Social, Socialbrite

Website Platforms: Wordpress, Squarespace

Productivity: Asana, Slack, Trello