

# MEGAN ORPWOOD-RUSSELL

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## SUMMARY

I'm a freelance writer and editor based in San Francisco, specializing in features and opinion on technology, art, science, and how they intersect.

## WRITING LINKS

Freelance Articles:

[Emojis Are So Big. They Now Have Their Own Conference, With Limited Resources, VR Developers Test Solutions for Abuse on Average Users, How HBO's Westworld Diverges From the Original Movie, Why Some Customers Are Refusing to Return Their Galaxy Note 7](#) – Motherboard

[Me & The Internet: A Love Story](#) – Hacker Noon

Editing: [Mechanics' Institute Review Literary Anthology](#), [AcroSports](#) (all content), London Zoo science blogs, digital and print media.

## EMPLOYMENT HISTORY

**AcroSports, San Francisco**  
*Communications Director*

**February 2015 – present**

- Communications – write and edit all content distributed internally and externally for the organization. This covers all digital content and print media.
- Oversee a busy department with a budget of \$300,000.
- Social media management – increased engagement across all social media channels and grew followers by more than 50% - I administrate all social media for the organization.
- Website management and graphic design – I create and produce all marketing materials ranging from website design through to advertising.
- Manage a coordinator and a regular team of offsite marketing event staff.
- Community liaison & public events - responsible for researching and establishing community relationships, whilst maintaining existing connections.
- Developed and maintain the Style Guide and Brand Guidelines for the organization.
- Budgeting and strategic planning – I plan a budget and give detailed quarterly reports on expenditure and revenue.
- Take-up of adult classes has doubled since I took over at AcroSports, and Youth enrolment is at an all-time high.

**Zoological Society of London**  
*Scientific Events Manager*

**January 2010 – August 2014**

- **Event Management:** I planned and delivered an annual calendar of scientific events, and three annual symposia drawing audiences of over 400 per conference.
- **Communications:** Liaised with academics and environmental organizations to create compelling and internationally significant symposia. Within this I also communicated complex science to all of our attendees, through digital content and traditional mail outs.
- **Marketing:** Developed content to communicate science and also engage on social channels, and our website.
- **Programming:** I devised and delivered an annual series of public lectures with the aim of communicating science and conservation research to the general public.
- **Design:** Using the Adobe Creative Suite I designed all of our materials for print and digital distribution.
- **Digital:** managed the website and social accounts for ZSL Science, edited blogs.
- Curated an audio library of all of our events online.

**King's College London**  
*Communications Manager for the TISME Project*

**September 2012 – May 2013**

- Communicated the research of the Targeted Initiative of Science and Mathematics in Education Project, a five-year longitudinal study which explored adolescent engagement with STEM subjects.
- Launched academic papers at the Department for Education for the British government.
- Liaised with press to generate publicity around the project.

**Institute of Art and Ideas**  
*Arts & Events Coordinator*

**September 2009 – December 2010**

- Programmed and co-ordinated weekly events at the globe at hay, a local gallery and events space which included gigs, art exhibitions, workshops, theatre, film and contemporary dance. I also designed and wrote copy for all marketing material, and maintained the website.
- At HowTheLightGetsIn, a philosophy and music festival, I was part of a small team managing the ten day event, which sees 20,000 visitors attend over 400 events.

## EDUCATION

**Birkbeck College London**  
MA in Creative Writing, Distinction

**September 2011 – September 2013**

**University of Bristol**  
BA English Literature (Hons), Upper Second Class (2:1)

**September 2004 – May 2008**

## PROJECTS & MEMBERSHIPS

- ◆ Working on a series of novels for young adults ◆ Member of SCBWI (Society of Children's Book Writers and Illustrators) ◆ EFF Member ◆ Creative Writing at the Zoo – in 2013 I established a Creative Writing program at ZSL London Zoo for both adults and children ◆