

LAUREN LIPUMA

COMMUNICATIONS PROFESSIONAL SPECIALIZING IN WRITING,
PHOTOGRAPHY, GRAPHIC DESIGN, AND VIDEO PRODUCTION

RELEVANT WORK EXPERIENCE

LEIDOS ANTARCTIC SUPPORT CONTRACT (ASC), CENTENNIAL, CO

[Antarctic Communications Editor, 2021-Present](#)

- Serve as editor and main writer for *The Antarctic Sun*, the official news site of the U.S. Antarctic Program (USAP)
- Produce engaging videos and infographics that illustrate Antarctic science
- Serve as the official ASC photographer, taking photos of Antarctic research and USAP operations
- Recruit volunteer writers for *The Antarctic Sun* and edit stories for consistency, clarity, and style
- Take a leading role in communicating with USAP participants deploying to Antarctica, ensuring they receive all relevant information
- Create visually-appealing guides and presentations describing the Antarctic deployment process
- Manage the communications needs of multiple stakeholders, including USAP scientists, ASC leadership, the general public, journalists, and policymakers
- Assist in the creation of an annual USAP communications plan
- Write and edit content for the USAP website, including news items and informational pages
- Develop and maintain an ASC style guide

AMERICAN GEOPHYSICAL UNION (AGU), WASHINGTON, DC

[Program Manager, Media Relations, 2019-2021](#)

[Senior Specialist/Writer, 2015-2019](#)

- Took a leading role in identifying the most newsworthy Earth and space science research findings to promote to the press and public
- Wrote and edited compelling press releases and news stories
- Managed the creation of AGU's science multimedia content, including videos, infographics, animations, and audiograms through all stages of production
- Planned and executed press events at AGU meetings
- Trained scientists to communicate their work to lay audiences
- Led the vision, production, and execution of AGU's award-winning podcast *Third Pod from the Sun*
- Grew AGU's social media following and increased media mentions of AGU research
- Recruited and mentored science writing interns
- Built and fostered positive, professional relationships with AGU members, Earth and space scientists, government agencies, and partner organizations
- Developed and executed a communications plan for AGU's Sharing Science program

Highlight: My video projects have over 1.5 million views on YouTube and have been featured in *The Washington Post*, *The Guardian*, and *The Late Show with Stephen Colbert*

FOLLOW ME

Instagram
[@laurethepuma](#)

LinkedIn
linkedin.com/in/laurenlipuma

SKILLS AND PROFICIENCIES

Writing and editing

- News and feature writing
- Copyediting
- AP style

Multimedia

- Adobe Creative Suite
- Digital photography
- Photo editing
- Videography
- Drone videography (FAA Part 107 certified)
- Video production
- Video editing
- Scriptwriting
- Motion graphics
- Animation
- Sound design
- Audio mixing
- Audiogram production
- Headliner

Design

- Graphic design
- Infographics
- Color theory
- Data visualization
- Canva

Web

- Digital analytics and SEO
- WordPress and Sitecore CMS
- Media relationship management platforms
- Social media management platforms

FREELANCE PHOTOGRAPHER, WASHINGTON, DC AND DENVER, CO

2016-Present

- Photographed live D.C. performances of *The Story Collider*
- Photographed sessions at the D.C. Science Writers Association's annual Professional Development Day
- Services include private events, professional headshots, portraits, weddings and engagements, and real estate and architectural photography
- Retouch and color correct digital images
- Organize and manage digital photo assets

AMERICAN SOCIETY OF CATARACT AND REFRACTIVE SURGERY (ASCRS), FAIRFAX, VA

Staff Writer, *EyeWorld* and *Ophthalmology Business*, 2014-2015

- Wrote news and feature stories covering new ophthalmology research, technologies, surgical trends, and business practices for two ASCRS publications
- Wrote and edited coverage of domestic and international ophthalmology conferences
- Produced video interviews with prominent ophthalmologists
- Created a "Global Service Spotlight" column to highlight ASCRS members' volunteer work
- Fostered diversity in sources for *EyeWorld* and *Ophthalmology Business* stories

OSA CONSERVATION (OC), WASHINGTON, DC

Conservation Outreach Coordinator, 2013-2014

- Managed all outreach and communications efforts for Osa Conservation's research, habitat protection, and education programs
- Wrote and designed communications content for print, web, and social media
- Led birdwatchers, tourists, and student groups around Osa Conservation's biological research stations in Costa Rica
- Developed an organizational communications plan
- Planned and oversaw an 8-day documentary film shoot in Costa Rica
- Managed content, layout, and structure of the Osa Conservation website
- Contributed content for Osa Conservation's annual report

EDUCATION

Master of Science

Tulane University, 2007
Biomedical Engineering

Recipient of 2007 Joyous and William C. Van Buskirk Graduate Student Fellowship

Bachelor of Science

Tulane University, 2006
Biomedical Engineering

Graduated Magna Cum Laude with Departmental Honors; Recipient of Dean's Honor Scholarship

PROFESSIONAL AFFILIATIONS

Science Writers of the Rocky Mountains

Member: 2021-Present

D.C. Science Writers Association

Member: 2013-2021
Board member: 2015-2018
President: 2017-2018

Ophthalmic Women Leaders

Member: 2013-2015