

# Shel Evergreen

**S.M., Science Writing**  
Massachusetts Institute of Technology, May '22

**B.A., Journalism & Media Communication**  
Colorado State University, May '19

## SKILLS

Science Writing  
Editing / Proofreading  
Pitching  
Interviewing  
Video Production  
Graphic Design  
Adobe Creative Suite  
Hindenburg  
Drupal, Wordpress, etc.  
AP Style  
Storytelling  
Longform Writing  
Strategic Communication  
Equity & Inclusion  
Web Design  
Project Management  
Training & Supervising  
Collaboration

## EXPERIENCE

### SCIENCE JOURNALIST

FREELANCE | SEPT. 2021 – PRESENT

- Develop and pitch stories on science and technology for a general audience
- Cover stories through short news articles, long-form features, videos, and more
- Conduct interviews with researchers, government officials, and other sources
- Collaborate with editors to refine stories and meet publication style

### BRAND & MULTIMEDIA STRATEGIST

CITY OF BOULDER, COLORADO | JAN. 2020 – JULY 2021

- Led 7-person team in citywide brand update, including writing style guide
- Managed citywide online newsroom and e-newsletter with 9,000+ subscribers
- Wrote and designed for print, video, and more, reaching 48,000+ homes in Boulder.
- Supported Racial Equity Core Team and COVID-19 Equity Recovery Team.

### COMMUNICATION SPECIALIST I – CLIMATE INITIATIVES

CITY OF BOULDER, COLORADO | JULY. 2019 – JAN. 2020

- Wrote messaging and multimedia for various projects
- Promoted content on all city platforms: web, social media, print and TV
- Developed strategies and communication plans for city's climate change response

### INTERIM COMMUNICATIONS MANAGER

COLORADO STATE UNIVERSITY ENERGY INSTITUTE | OCT. 2017 – AUG. 2019

- Created and edited multimedia content for social media, web, and newsletter
- Supervised two interns who helped me lead the website transition.
- Managed all aspects of communications to support strategic vision

### ORGANIZER, CONTENT CREATOR

YES ALL DAUGHTERS, OKLAHOMA | JAN. 2015 – NOV. 2018

- Created and edited content for social media, press releases, and public relations
- Co-wrote and helped pass legislation for safe relationship education

## AWARDS & PROFESSIONAL DEVELOPMENT

### EDUCATION COMMITTEE MEMBER

National Association of Science Writers  
Dec. 2019 - Present

### MENTOR

NASW Summer internship 2021  
NASW AAAS Fellow 2021

### EDITOR

Com-Sci-Con 2021  
Rocky Mountain West

### AAAS TRAVEL FELLOW

National Association of Science Writers  
Feb. 2019

### IDA M. GREEN FELLOW

Academic excellence & community involvement  
Massachusetts Institute of Technology, 2021-2022