

ROBERT BRICE RUSS

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COMMUNICATIONS & PUBLIC RELATIONS EXPERIENCE

American Association for the Advancement of Science (AAAS)

Washington, DC

Social Media Producer, *Science*

November 2015 - present

- Manage social content and strategy for the research journal *Science* and its news team
- Write over 100 posts weekly for 4 social presences with a combined audience of 6,000,000+
- Use Omniture, Traxx, and other analytics to optimize post selection, wording, and timing

Linguistic Society of America

Washington, DC

Director of Communications

June 2014 – November 2015

- Led LSA efforts in social media, press outreach, web content and political advocacy
- Developed Strategic Communications Plan to unify outreach across all LSA areas
- Wrote news updates; built pitch-centered press list; fielded media inquiries from *NYT*, etc.

Wolfram Research

Champaign, IL

Public Relations Team Lead

April 2014 – May 2014

Public Relations and Marketing Specialist

June 2013 – April 2014

- Led strategy and content creation for a social media presence with 250,000+ followers
- Developed PR launch plans for Wolfram Problem Generator and other products
- Wrote blog posts announcing contests and promoting new Wolfram | Alpha features

Yuri's Night

Media Team Chair

June 2010 – June 2013

Director of Media Relations

December 2006 – June 2010

- Worked with the Yuri's Night Global Team to coordinate 300+ annual concurrent events dedicated to celebrating space exploration
- Organized and directed a 3-member team in carrying out media strategy (incl. social media)
- Created content for MailChimp campaigns, radio ads; served as contact for event organizers
- As Director of Media Relations, wrote press releases and blog posts, handled media requests for Executive Director and conducted interviews with MSNBC.com and other media

National Space Society

Chair, Social Networking Committee

April 2010 – June 2013

- Coordinated organizational presence on Facebook, LinkedIn, Twitter, YouTube
- Monitored social analytics; grew Facebook Page membership by 100% in first 8 months
- Led social campaign for \$57K Kickstarter; ghostwrote tweets for 790K-follower account

Summer Linguistic Institute for Youth Scholars

Columbus, OH

Social Advertising Lead

January 2009 – July 2012

- Ran advertising campaigns on Facebook, Google for academic summer program

4Frontiers Corporation
New Media Coordinator

August 2008 - January 2010
February 2008 - August 2008

Intern, Marketing and Public Relations

- Updated company Facebook and Twitter pages with significant media coverage
- Discussed promotional materials with marketers, drafted press kit copy

Freelance Social Media Consultant

- Advise clients on social media for crowdfunding campaigns in education and outreach
- Build social communities from scratch, conduct targeted social media advertising
- Kickstarter campaigns have, on average, successfully backed for 173% of their funding goal

EVENT & PROJECT MANAGEMENT EXPERIENCE

Yuri's Night

Global Team Assistant Director

June 2010 – present

- Make long-term strategic decisions as member of Yuri's Night Board of Directors
- Organized post-event evaluation program, recruited and selected volunteers

Office of Congressman Chaka Fattah

Philadelphia, PA

National GEAR UP Day Coordinator

January – June 2009

- Helped organize national event celebrating the GEAR UP educational program
- Worked with educational administrators and office PR director on event publicity

International Space Development Conference

Washington, DC

Plenary Coordinator

May 2008

- Oversaw running of primary track for major annual space conference
- Organized session chairs, served as liaison for Executive Director, resolved on-site issues

Orange County Board of Elections

Hillsborough, NC

Temporary Full-Time Worker

September - November 2008

- Processed voter registrations, staffed early voting site, served as Election Day rover

WRITING & EDITING EXPERIENCE

Freelance Journalist/Blogger

Selected articles:

- “For linguists, *Arrival* can't come soon enough”, *Science*
- “Fly me to the moon: the Google Lunar X PRIZE, 3 years in”, *Ars Technica*
- “How To Use R For Sports Stats” (series), *TechGraphs*

The Ohio State University

Columbus, OH

Writing Instructor

September 2010 – June 2012

- Taught and graded undergraduate course on formal and informal writing (5 quarters)
- Edited over 100 academic papers, instructed students on style and clarity

Language Files 11
Assistant Editor

Columbus, OH
January 2010 – June 2012

- Wrote, edited and proofread sections of leading undergraduate linguistics textbook
- Served as email point-of-contact for customer service and troubleshooting

Winston-Salem Journal
Teen Page Reporter

Winston-Salem, NC
May 2001 - February 2004

- Wrote features and reviews for newspaper with 100,000+ daily circulation
- Interviewed figures in person and via phone, revised articles with editor

RESEARCH & TEACHING EXPERIENCE

The Ohio State University
Graduate Researcher, Department of Linguistics

Columbus, OH
September 2009 – August 2012

- Studied linguistic perception and production in social media and online language
- Created and processed multi-million tweet databases, conducted quantitative analyses
- Work featured in the *New York Times*, *Boston Globe*, *TIME.com*

Graduate Teaching Assistant

September 2010 – June 2012

- Organized and taught undergraduate course on language, sex and gender (5 quarters)
- Used new media and multimedia tools to aid lectures and facilitate class discussions

Governor's School of North Carolina
Teaching Assistant/Counselor - Natural Science

Raleigh, NC
June - July 2008, 2009

- Taught at public summer program for gifted high school juniors and seniors
- Assisted instructors; gave independent lectures on space exploration, linguistics
- Served as full-time residential assistant for floor of 40 students

UNC-Chapel Hill
Educational Research in Radio Astronomy

Green Bank, WV
July 2005

- Conducted primary research at Green Bank National Radio Astronomy Observatory

EDUCATION

The Ohio State University
M.A. Linguistics

Columbus, OH
December 2013

University of North Carolina at Chapel Hill
B.A. Linguistics (Minor: English)
Graduated with Honors, Distinction

Chapel Hill, NC
May 2008

TECHNICAL SKILLS

- **Programming/Scripting:** Proficient in HTML, R; experience with CSS, Python, Java, Perl
- **Content Publishing:** WordPress, MS Office, Google Apps (incl. Analytics), LaTeX

ADDITIONAL SKILLS

- **Public Speaking:** Presented at major conferences, including American Dialect Society Annual Meeting and International Public Science Events Conference; President Emeritus of Di-Phi, UNC's debate society and oldest student organization
- **Space Advocacy:** Vice-President of UNC-SEDS, 2005-08; speaker at Carolina Space Symposium; participant in NewSpace Awards Gala (2011, 2012) and Space Exploration Alliance Legislative Blitz (2008, 2009)

HONORS AND AWARDS

- National Space Society Excellence Award, 2011
- Ohio State University Distinguished University Fellowship, 2009
- Willie P. Mangum Medal in Oratory Chancellor's Award, 2008
- UNC - Chapel Hill Carolina Scholar, 2004-2008
- Forsyth County Montague Medal, 2004