

ROBERT BRICE RUSS

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PROFESSIONAL EXPERIENCE

NASA's Marshall Space Flight Center Huntsville, AL
Social Media Lead (Media Fusion) October 2020 - present
Social Media Specialist (ASRC Federal) October 2018 – September 2020

- Create content for Marshall flagship social accounts (Facebook, Twitter, Instagram, etc.)
- Report on Marshall social analytics; lead center efforts to standardize web and social metrics
- Use insights from Sprinklr, CrowdTangle and other platforms to improve communications
- Write web content, assist with media relations, and other public affairs tasks as needed

American Association for the Advancement of Science (AAAS) Washington, DC
Social Media Producer, *Science* November 2015 – October 2018

- Managed social content and strategy for the research journal *Science* and its news team
- Wrote over 100 posts weekly for 4 social presences with a combined audience of 7,000,000+
- Worked with analytics team, editors, and other stakeholders to optimize digital best practices

Linguistic Society of America Washington, DC
Director of Communications June 2014 – November 2015

- Led LSA efforts in web content, social media, press outreach, and political advocacy
- Developed Strategic Communications Plan to unify messaging 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

FREELANCE EXPERIENCE

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

Freelance Journalist/Blogger

Selected articles:

- “Fly me to the moon: the Google Lunar X PRIZE, 3 years in”, *Ars Technica*
- “Are Today’s Kids Reading Enough Science Fiction?”, *The Launch Pad*

- “For linguists, *Arrival* can’t come soon enough”, *Science*

VOLUNTEER EXPERIENCE

Yuri’s Night

Global Team Assistant Director

June 2010 – July 2018

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
- Organized and directed a 3-member team in carrying out media strategy (incl. social media)
- Made long-term strategic decisions as founding member of Yuri’s Night Board of Directors
- 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

ISDC Plenary Coordinator

May 2008

- Coordinated organizational presence on Facebook, LinkedIn, Twitter, YouTube
- Monitored social analytics; grew Facebook Page membership by 100% in first 8 months
- As Plenary Coordinator, managed primary track for major annual space conference

EDUCATION

The Ohio State University

Columbus, OH

M.A. Linguistics

December 2013

- Used statistical analyses to study emerging linguistic trends in web and social media
- Research on Twitter dialects was featured in the *New York Times*, *Boston Globe*, NPR
- Taught writing-based undergraduate course on language, sex and gender (5 quarters)
- Wrote and edited sections of Ohio State’s *Language Files* linguistics textbook (11th ed.)

University of North Carolina at Chapel Hill

Chapel Hill, NC

B.A. Linguistics (Minor: English)

May 2008

Graduated with Honors, Distinction

- Served as Joint Senate President of Di-Phi, UNC’s debate and literary society (spring 2007)
- Conducted radio astronomy research with ERIRA at Green Bank NRAO (summer 2005)
- Carolina Scholar (2004-8); awarded UNC’s Mangum Medal in Oratory (2008)

SELECTED SKILLS AND INTERESTS

- **Digital Content Creation:** Experience with Drupal, WordPress, HTML and CSS; social media experience with Facebook, Twitter, Instagram, Snapchat and other major platforms
- **Monitoring and Analytics:** Google Analytics, Adobe Omniture; Sprinklr, HootSuite, TweetDeck, CrowdTangle, Cision, Tracx, native platform tools (Facebook, etc.)
- **Space Advocacy:** Speaker at Carolina Space Symposium; participant in NewSpace Awards Gala (2011, 2012) and Space Exploration Alliance Legislative Blitz (2008, 2009)
- **Other Interests:** Reading, curling, board games, competitive trivia, college basketball