

Frankie Schembri

617-921-8341

frankieschembri.com

francesca.m.schembri@gmail.com

EDUCATION

Massachusetts Institute of Technology (MIT)

Master's in Science Writing (Graduate Program in Science Writing)
Bachelor of Science in Science Writing

Cambridge, MA

October 2018

June 2017

WORK EXPERIENCE

Undark & The Knight Science Journalism Program at MIT

Audience Engagement Editor

Cambridge, MA

March 2019 – Jan. 2021

- Managed Undark's multiplatform social media strategy. Publicized articles, special features, and podcasts with written, graphic, and video content designed to best suit the engagement strengths of each social platform. Produced weekly newsletter.
- Designed, executed, and adjusted social campaign strategy based on analysis of website and social account performance data. Used analytics to manage and allocate advertising budget to maximize audience engagement and recruitment of new readers.
- Increased Undark's web traffic by applying search engine optimization best practices and keyword data to the design of web pages in our content management system.
- Maintained relationships with Undark's republishing partners to maximize readership of Undark stories. Researched, initiated, and sustained new publishing partnerships with local, regional, and national outlets.
- Managed social media and marketing strategy for Knight Science Journalism Fellowship at MIT, including creation of all social assets and writing of all copy.

Scientific American

Multimedia Intern

New York, NY

Jan. 2019 – Feb. 2019

- Pitched, researched, wrote, animated, edited, and designed sound for video, graphic, and podcast content to appear on Scientific American's website and social platforms, as standalone explainers, or as tie-ins with feature articles, special issues, or monthly print magazine.
- Covered topics in physics, planetary science, chemistry, and technology.

Self-Employed

Freelance Reporter, Editor, and Social Media Specialist

Cambridge, MA

Sep. 2017 –

- Pitch, report, write, fact-check, and edit news articles, features, and profiles on new research, current events, and policy changes in the global science and technology community for publications including *MIT Technology Review*, *Science*, and *PBS NOVA Next*.
- Initiate and maintain relationships with editors, fact-checkers, reporters, graphics editors, and administrative personnel at several high-profile science and technology news organizations.
- Assist other reporters and editors on science and technology journalism projects by carrying out reporting, research, fact-checking, transcription, multimedia, social media, and marketing contract work.

Science

News Intern

Washington, D.C.

July 2018 – Dec. 2018

- Pitched, reported, wrote, fact-checked, and edited news articles, features, and profiles on new research, current events, and policy changes in the global science and technology community. Interviewed scientists, engineers, policymakers, and researchers in fields including wildlife biology, genetics, astrophysics, astronomical engineering, public health, mathematics, meteorology, biomedical engineering, physics, and social robotics.
- Wrote scripts, and assisted in the production and editing of videos to accompany news stories on the website.

Undark

Editorial Intern

Cambridge, MA

Sep. 2017 – Dec. 2017

- Fact-checked long form, news, and review articles on a range of topics in science, technology, and society. Communicated with writers, their sources, and Undark editors to ensure absolute accuracy in all published content.
- Reported on seminars held as part of MIT's Knight Science Journalism program on topics in science, technology, and journalism for the KSJ website. Managed and generated content for the KSJ social media accounts.

MIT Office of Sustainability

Communications, Design, and Outreach Fellow

Cambridge, MA

Oct. 2016 – Aug. 2017

- Reported on a range of sustainability issues at MIT, from climate change to sustainable mobility, and conducted in-depth interviews with staff, faculty, and student researchers. Wrote and edited articles on sustainability issues for print and web-based media, including the MIT News site.

- Created dynamic written and visual content on sustainability research at MIT to support launch of the Office’s official website. Managed website’s new Thought Leadership blog, secured contributors, and edited blog posts.
- Established the Office’s social media strategy and launched all official accounts. Developed video, photo, and text-based content for the accounts including a mini-documentary series of “MIT Commuter Profiles.”

Porter Novelli

Boston, MA

Public Relations Intern

June 2016 – Aug. 2016

- Created and edited written content for target publications in the engineering software, STEM education, big data analytics, and healthcare spaces. Adapted technical white papers and held interviews with domain experts to create articles, blogs, and contributed posts for a wider audience in the clients' markets.
- Researched projects leveraging big data for social good and wrote original content to be showcased on client website to help promote an upcoming big data competition.
- Developed and maintained media contact lists, editorial calendars, and media coverage reports. Created content for Porter Novelli Boston social media accounts, as well as client executive and news accounts.

Ash Center for Democratic Governance and Innovation at the Harvard Kennedy School

Cambridge, MA

Communications Intern

Sep. 2015 – June 2016

- Reported on Center’s research in democratic innovation, civic engagement, and civic technology in articles for print and web-based media. Conducted in-depth interviews with research fellows, professors, and students for written and video spotlights on Center’s website and social media.
- Created, edited, and curated video, photo, and text-based content for Center’s official website and social media accounts, boosting reach to a daily audience of over 10,000 individuals.

SELECT AWARDS and MEMBERSHIPS

Div. I Women’s Openweight Varsity Crew Team (*MVP, 2013, 2017; Co-Captain, 2016-17*) Sep. 2012 – May 2017

National Association of Science Writers

S. Klein Prize for Scientific Writing, 1st place (MIT Ilona Karmel Writing Prizes) 2018

Obermayer Prize For Writing on the History of Innovation, 1st place (MIT Ilona Karmel Writing Prizes) 2017

SKILLS

Software and Web Design: Adobe Creative Suite, Apple Creative Suite, Microsoft Office Suite, Python, R, LaTeX, HTML, CSS, Drupal, WordPress, Twitter Analytics, Google Analytics, Adobe Analytics, MailChimp, Tweetdeck, Hootsuite, Slack, EchoBox, and Buffer.

Hardware: Experienced with Nikon, Canon, and Sony DSLRs for photography and videography; audio recording with Zoom H1, shotgun, boom, tabletop, and lavalier microphones; basic indoor and outdoor lighting set-ups.

Languages: Fluent – English; Conversational – French.

Food Preparation: Able to follow detailed recipes and multitask; proficient in basic knife skills; knowledgeable about kitchen equipment, operation, and maintenance; knowledgeable about food safety and storage; attentive to sanitation and hygiene.