

Samantha Black, PhD

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SUMMARY

I am passionate about sharing science and am excited to work at the intersection of scientific innovation and businesses strategy. I have professional experience in implementing strategic editorial initiatives as well as managing daily news publication. As a trained scientist who has transitioned into publishing, I am uniquely positioned to bridge the gap between scientific discovery and strategic communications.

PROFESSIONAL EXPERIENCE

March 2019 to present: Editor in Chief – Science & Medicine Group, ScienceBoard.net | Create and execute the website's editorial vision, mission, and overall direction. Create and implement strategies to engage and increase membership and traffic, encompassing daily editorial and monthly audio/visual content. Communicate and share breaking biomedical and life science research and in-depth trends to academic and industry professionals. Conduct on-going strategic benchmarking and analysis of metrics based using Google Analytics. Responsible for a tri-weekly *Letter from the Editor*, which is delivered to over 50,000 life science professionals.

- Exclusively manage editorial content calendar, review all external content and communications, and exclusively choreograph communications strategy based on industry knowledge and scientific expertise within editorial scope of work
- Cultivate and build readership by over 230% over a two-year period, with over 1,000,000 monthly pageviews
- Responsible for producing stories highlighting recently published scientific publications, original insights articles featuring life science companies, and covering industry events
- Build relationships and partner with subject matter experts throughout the industry to provide insightful and relevant content to readers on a regular basis (at least bi-monthly)
- Key focus areas include: cell and gene therapies, immunotherapies, bioprocessing, drug discovery and development

January 2018 to March 2019: Program Associate – National Postdoctoral Association | Supported the executive director and Board of Directors to advance the organizational mission through membership engagement, research administration, and advocacy efforts for an under-represented scientific professional group. Provided management and analytical support for diverse on-going programs and projects. Collaborated with staff to create/revise resources and draft marketing materials.

- Managed the revision of >90 online resources including leading volunteers on 7 independent committees and internal stakeholders
- Developed back-end online content and pages, and managed website infrastructure
- Identified and cultivated new membership relationships; successfully grew sustaining membership in the federal and industry sectors (3 organizational memberships, covering over 300 affiliate members)

December 2012 to December 2017: Graduate Research Assistant – North Carolina State University | Completed doctoral and masters research on comprehensive applied animal nutrition and physiology. Conducted multidisciplinary research through collaboration with faculty and industry. Designed and managed over 20 independent research projects. Collected and managed data, performed advanced statistical analysis (JMP, SAS, R), and conducted meaningful scientific interpretation of results. Supervised and mentored several undergraduate students conducting research each semester.

- Fields of study included: pre- and post-natal nutrition, microbiome, metabolism, antibiotics, nutritional supplements, agricultural economics

EDUCATION

PhD, Nutrition & Animal Sciences, North Carolina State University – 2018, Agricultural Leadership Learning Institute

MS, Poultry Science, North Carolina State University – 2015

BS, Biological Sciences & Poultry Science, North Carolina State University – 2012, *Magna Cum Laude*, Dean's List

ADDITIONAL INFORMATION

Professional Organizations: The D.C. Science Writers Association (DCSWA), Women-In-Bio