

Lisa D. Tossey

8 Jefferson St, Berlin, MD 21811 • 302.448.6638 Mobile
tossey.com • tossey@me.com • TW: @tossey • IG: @ltossey

Profile

- Over twenty years of professional experience as a science communicator and outreach specialist.
- Excellent interpersonal skills derived from diverse project management experience in non-profit organizations, state agencies, and higher education.
- Proficient in new media technologies and platforms including multimedia production, immersive imagery, social media, and web publishing.

Skills and Abilities

Media & Outreach

- Lead Maryland Sea Grant (MDSG) communications and outreach team, overseeing all outreach products including an award-winning magazine, *Chesapeake Quarterly*, in-depth ArcGIS StoryMaps, blogs, fact sheets, infographics, technical reports, video, and social media content.
- Write and edit content focused on scientific research and policy for MDSG articles, blogs, reports, video scripts, and e-newsletters for a variety of audiences.
- Knowledgeable of best practices for science writing, blogging, and web publishing, as well as strategic use of social media platforms, including Twitter, Facebook, Instagram, YouTube, and immersive media platforms.
- Researched, wrote, and produced academic and research-related pieces for University of Delaware (UD) and Delaware Valley University (DelVal) including press releases, blog posts, magazine stories, and video profiles.
- Created and edited award-winning outreach materials for UD's College of Earth, Ocean, and Environment (CEOE), including press releases, radio PSAs, podcasts, publications, presentations, e-newsletters, videos, and reports.
- Launched, maintained, and produced original educational content for all social media accounts for Delaware Sea Grant (DESG) and National Marine Educators Association (NMEA) including Facebook, Twitter, Instagram, and video channels.

Project Management

- Communications lead for Supporting Emerging Aquatic Scientists (SEAS) Islands Alliance, a 5-year, \$10 million NSF INCLUDES (Inclusion Across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science) grant that focuses on diversity, inclusion, and broadening participation in science, technology, engineering and mathematics (STEM) at scale in U.S. island territories.
- Create and lead specialized training workshops in science storytelling and outreach for national and international audiences.
- Organize and run a variety of meetings, panels, and conferences, from webinars to multi-day events, both online and in-person.
- Led revamp of NMEA public outreach efforts with a new communication plan, which included a website redesign, e-newsletter launch, the addition of video channels, live-streamed events, and a roll out of new social media profiles.

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Production & Design

- Plan, film, and produce short films, multimedia features, profiles, and social media videos for MDSG.
- Mentor undergraduate students in multimedia storytelling and video production.
- Served as multimedia specialist for University of Delaware's Research Office, planning, shooting, and producing a variety of video products that highlighted the university's work as a Tier One research university.
- Launched, maintained, filmed, and produced original educational videos for DESG's YouTube channel, including their award-winning 15 Second Science series.
- Experienced using digital imaging and video technologies, including HD video, digital SLR photography, immersive virtual reality imaging, and editing programs such as Adobe Creative Cloud apps and Final Cut Pro.
- Knowledgeable of Internet applications, desktop and web publishing, including coding in basic HTML, blogging, e-newsletter platforms, measuring audience and user analytics, and editing in a wide range of website content management systems.

Work History

2019 - Present	Asst. Director, Communications	Maryland Sea Grant, College Park, MD
2018 - 2019	Research Multimedia Specialist	University of Delaware, Newark, DE
2013 - 2017	Community Manager & Editor	National Marine Educators Association, MD
	Graduate Assistantship	Delaware Sea Grant, Newark & Lewes, DE
2012 - 2013	Communications Manager	Delaware Valley University, Doylestown, PA
2007 - 2012	Digital Outreach Specialist	UD College of Earth, Ocean & Environment Delaware Sea Grant, Newark & Lewes, DE
2006 - 2007	Project Assistant	Chesapeake Bay Foundation, Eastern Shore, MD
2005 - 2010	Educator, Designer	Delaware State Parks, Dover, DE
2004 - 2005	Educator	AmeriCorps/Delaware State Parks, Southern DE
2004	Web Editor/Producer	Capital News Service, College Park, MD
2003 - 2004	Full-time Graduate Student	Journalism Master's Program, Univ. of Maryland
2001 - 2002	Science Editor	BeyondBooks.com, Philadelphia, PA

Education

University of Delaware - [College of Education](#) Newark, DE
Ed.D. - Education leadership with a focus on emerging technology in science outreach
Expected completion: Summer 2022

University of Maryland - [Philip Merrill College of Journalism](#) College Park, MD
Master of Arts - Multiplatform journalism with focus on science communication
May 2004
Graduated Summa Cum Laude

Salisbury University - [Henson School of Science](#) Salisbury, MD
Bachelor of Science in Biology; minor: Chemistry
May 1995
Graduated Summa Cum Laude