

## Bridget Macdonald

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**Summary:** Science writer with experience in journalism, communications, and interpretation, drawn to stories about how we make sense of the natural world through research and exploration.

### ACADEMIC HISTORY

**University of Massachusetts Amherst** May 2014  
Master of Science in Environmental Conservation

- Recipient of competitive Incoming Graduate Student Fellowship
- Fellow at the National Center for Digital Government
- Thesis topic: Analysis of science interpretation at Cape Cod National Seashore
- Cumulative GPA: 3.9

**Northwestern University, Medill School of Journalism** Dec. 2009  
Master of Science in Journalism

- Selected to contribute to *Elements of Faith*, a reporting project on religion and the environment funded by the Lily Endowment
- Concentration in agribusiness and environmental policy reporting
- Cumulative GPA: 3.7

**Hobart and William Smith Colleges** May 2005  
Bachelor of Arts, Magna cum laude

- Major: Art History
- Minors: Environmental Studies, Public Policy
- Cumulative GPA: 3.7

### PROFESSIONAL EXPERIENCE

**U.S. Fish and Wildlife Service Northeast Region** Sept. 2014 - present  
Hadley, Mass.  
Communications specialist, science writer

- Coordinate communications for the Northeast Region's Science Applications program, which fosters collaboration among Service staff and partners to address conservation challenges beyond the scope of a single organization using the best available science
- Conduct research, interview subject-matter experts, and go into the field with scientists to produce conservation stories for Service outlets on deadline
- Translate and communicate complex natural-resource science to non-technical audiences through fact sheets, presentations, and web content
- Collaborate with staff from External Affairs and partner organizations to develop communication and engagement strategies that highlight conservation successes and priorities
- Advise scientists on effective communication practices and strategies

**University of Massachusetts Amherst, College of Engineering**      Sept. 2018 - Dec. 2018  
Amherst, Mass.

Instructor for *Writing in Engineering*

- Developed and delivered curriculum for a required course on technical writing and communication for undergraduate engineering majors
- Planned lectures, activities, and exercises for class to help students learn and apply techniques for effective writing and communication
- Developed assignments designed to help students practice techniques for communicating technical information to target audiences
- Provide constructive feedback on student assignments, and respond to student inquiries

**University of Massachusetts Amherst, iCons Program**      Sep. 2012 - May. 2015  
Amherst, Mass.

Student success coordinator

- Developed Student Success plan and implemented associated performance objectives for the Integrated Concentration in Science Program (iCons), a four-year interdisciplinary academic program for science and engineering majors
- Developed and curated content for Student Success page on iCons website as a resource for career development
- Held weekly Student Success lab to help students refine communication and professional skills
- Coordinated and grew internship programs with partner corporations, recruiting applicants, and reviewing candidates to identify qualified students for positions to ensure mutual benefits
- Developed communication materials, including news releases, correspondences, event fliers, and managed web content
- Organized recruiting effort to attract prospective students to the program, including developing and giving presentations in undergraduate science and engineering courses, and planning information sessions
- Developed and administered surveys and other assessment materials to measure student learning outcomes in program
- Oversaw administration of assessment materials as part of a National Science Foundation-funded study on student teamwork

**Cape Cod National Seashore**      June 2004 - Aug. 2014 (seasonal)  
Park ranger, interpretation  
Provincetown, Mass.

- Researched, developed, and led public interpretive programs on the natural and cultural history of Cape Cod, including walking tours, hikes, demonstrations, kayak trips, and snorkeling
- Drafted written materials, including news releases, special event descriptions, site bulletins, and articles to communicate information to the public about events and park policies
- Collaborated with program specialists and staff scientists to translate technical information and communicate about conservation and science priorities in the park
- Worked as part of a team to enhance visitor-center operations, develop exhibits and publicity materials, and to communicate information effectively both internally and to the public
- Planned and organized volunteer- and staff-appreciation events to foster a sense of community in the workplace

**Boston Harbor Islands National Park**

Sep. 2007 - May. 2008 (seasonal)

Park ranger, education

Boston, Mass.

- Researched, developed, and led curriculum-based educational programs on the natural and cultural history of the Boston Harbor Islands for students in Boston Public Schools
- Developed and led curriculum-based environmental education program for week-long residential program with fifth graders from suburban elementary schools, focusing on salt marsh ecology and invertebrate identification
- Worked closely with colleagues to coordinate scheduling of classroom programs and field trips in classrooms throughout the city
- Revised materials related to science curriculum and environmental education programming, and posted on website
- Gathered materials, researched, and developed an original insect and invertebrate identification program using specimens from the Harvard Museum of Comparative Zoology, designed to provide an orientation to taxonomy at a level suitable for middle school students

FREELANCE WRITING

**Open Space Institute**

April - July 2018

New York, N.Y.

**Land Trust Alliance Climate Initiative:** Developed recommendations for land trusts to communicate about climate change to stakeholders based on a literature review of social science research, and wrote interpretive text for a set of example communication products that exemplify best practices

**Cape Cod National Seashore**

Multiple projects

Wellfleet, Mass.

**Province Lands Visitor Center wayside panels:** Researched and wrote content for four interpretive wayside panels for the Province Lands Visitor Center observation deck (2018)

**Highlight Light interpretive plan:** Developed a new interpretive plan for a historic lighthouse and associated cultural district, including researching and developing content for a handbook for lighthouse tour leaders (2014)

**50th Anniversary newspaper:** Researched and wrote five feature stories for a special publication commemorating the 20th anniversary of Cape Cod National Seashore (2011)

**ecoRI News**

Dec. 2013 - May 2014

Providence, R.I.

**Freelance writer:** Pitched and produced feature stories on deadline for online news magazine focusing on environmental topics in southern New England

## ASSISTANTSHIPS AND INTERNSHIPS

**Outsmart Invasive Species Project**  
Amherst, Mass.

May 2012 - May 2013

**Research assistant:** Coordinated outreach and communication for a citizen-science research project recruiting smartphone users to help identify and map invasive species, including creating a blog called the *Pestimonial* to share project information and outreach

**Cato Corner Farm**  
Colchester, CT.

Sep. 2011 - May 2012

**Assistant cheesemaker:** Assisted with making, aging, and preparing artisan cheeses for wholesale, and sold cheese at weekly farmers market

**Living on Earth, Public Radio International**  
Somerville, Mass.

Jan. - June 2011

**Editorial and production intern:** Pitched story ideas, conducted research, interviewed expert sources, wrote questions for program host, and edited interviews for broadcast on a nationally syndicated public radio program focusing on science, technology, and the environment

## ADDITIONAL SKILLS

**Desktop publication:** Proficient with Microsoft Office Applications and LaTeX Document Preparation System

**Content management:** Experience designing and managing websites using Drupal, Wordpress, Joomla

**Audio recording and editing:** Experience with Edirol and Tascam recorders, and Audacity and ProTools software

**Languages:** Basic Spanish