

Mischa Dijkstra, PhD, ELS

<http://www.darwinizer.org>

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Profession: Science/Technical Writer & Communications Expert
SciComm • Press relations • (Social) Media management • STEM writing

Member:

STEM PR Association UK, Council of Science Editors, Board of Editors in the Life Sciences

Summary: *Experienced communicator with exceptional writing/editing skills, intuitive feeling for newsworthy content, and proven track record of delivering top media coverage*

- 3 y as official Science Writer for a Swiss academic publisher (200+ employees)
- Professional qualification: Board of Editors in the Life Sciences (2013)
- Native bilingual English-Dutch; French C1/C2 (obtained Diplôme Approfondi de Langue Française C1 in 2016; studying for DALF-C2); German, Danish, Spanish: B2
- Expert in social media, incl. engagement with audience & crisis management
- Encyclopedic knowledge of science, history, and culture
- PhD in Evolutionary Biology (University of Copenhagen, 2005)
- 17 y research experience (ecology, molecular biology, field research) on 3 continents
- Extensive experience of all aspects of science communication: as science/tech writer, associate editor, editorial assistant, peer referee, and research scientist

Goal: *To promote fascinating research for a high-profile tech/research company, scholarly publisher, or university press office*

Experience

Nov 2014 - present **Science Writer & Press Officer** | Frontiers Media, EPFL
Science Park, Lausanne, Switzerland

Experience & responsibilities:

- Authorized company spokesperson
- Crisis/reputation management on social media
- Selecting newsworthy publications for media promotion
- Writing and distributing (Gorkana, EurekAlert!) embargoed press releases
- Promoting the company and its publications through Twitter, Facebook, LinkedIn, Google+, Reddit, Wordpress
- Engagement with authors, editors, and general public on social media, including company's main Twitter account @FrontiersIn
- Media monitoring through Gorkana, Google Analytics, Altmetric
- Selecting content for company's homepage
- Creating and distributing weekly open-science round-up & company newsletter
- Assembling and vetting monthly & yearly most-viewed articles blogs
- Curating publisher's official blog, incl. basic html coding
- Tutoring employees in social media tactics
- Management of company's stock image subscription

Achievements:

- Consistently delivered high-quality media coverage on press releases (e.g. *Washington Post*, *New York Times*, *Science*, *National Geographic*, *BBC*, *TIME*, *der Spiegel*, *The Guardian*, *Christian Science Monitor*, *Forbes*: see www.darwinizer.org)
- Set new company-wide standards for communication through social media
- Increased Twitter audience by 40% and frequency of Facebook posts by 100% in 1 y

Sep 2013 - Nov 2014 **Journal Launch Coordinator & Science Writer** | Frontiers

Experience & responsibilities:

- Selecting articles for media promotion & writing embargoed press releases
- Co-leading team of 3-5 editorial assistants & training employees
- Coordinating launch of new journals
- Identifying, profiling, and contacting candidates for Chief Editorships
- Market research & analyzing customer surveys

Achievements:

- Set in place company-wide, rigorous procedure for recruiting Chief Editors
- Personally recruited 30 Specialty Chief Editors
- Coordinated launch of 11 new open-access journals
- Set in place new company-wide procedure for internal QC of submissions
- Awarded excellence bonus for outstanding employees as intern

Feb - Sep 2012 **Editorial assistant** (intern) | Frontiers Media

2011 - 2013 **Associate Editor** (pro bono) | Springer journal "*Insect Sociaux*", Impact Factor = 1.7

Research career

Motivation for career shift: In 2012, I made a long-prepared, deliberate transition from academia to science communication, to achieve maximum synergy between my core strengths: outstanding writing skills; a perfect feeling for the difference between good vs. newsworthy science; curiosity for all science, not only my own field; and 17 y experience as writer of scientific papers, peer reviewer, and scientific editor.

2007 - 2012 **(Marie Curie) Postdoctoral researcher** | University of Lausanne
2006 - 2007 **Postdoctoral researcher** | McGill University, Montreal
2005 - 2006 **Research associate** | University of Copenhagen
2000 - 2005 **PhD student** | University of Copenhagen
1995 - 2000 **MSc student** | University Utrecht

Achievements & awards:

- 14 publications in international peer-reviewed journals, incl. *Science* and *PNAS*
- PhD thesis: "Regulation of worker reproduction in leafcutter ants" (2005)
- Awarded 175K US\$ EU Marie Curie postdoctoral grant (2007)
- Awarded 120K US\$ personalized University of Copenhagen PhD grant (2000)

Volunteering: Secretary of EPFL-UNIL Toastmasters (2014-16); Lausanne soup kitchen; EPFL first-aid team; Centre Hospitalier Universitaire Vaudois (CHUV) (2016 - present)