

# Annie Drinkard

## COMMUNICATIONS MANAGER

Public Affairs | Community Engagement | Social Media Management | Science Writer

### EXECUTIVE SUMMARY

**Public relations professional** with 12 years of experience including quick response times to media and familiarity communicating complex topics to multiple audiences.

**Strategic manager** who anticipates challenges, responds to deadlines, and executes social media campaigns to engage public audiences.

**Creative science writer and content curator** exploring new tools and techniques to reach target audiences.

**Savvy communicator** experienced in traditional and social media markets.

### PROFESSIONAL EXPERIENCE

#### Communications Manager

April 2011 - November 2015

*Animal Health Institute (AHI)*, Washington, DC

- Developed strategic communications plans to improve understanding of the importance of animal medicines for protecting both animal and human health.
- Targeted earned and owned media outreach to gain coverage of AHI statements and Hill events, including thought leadership panels and Celebrity Pet Night on Capitol Hill.
- Created and directed content for AHI websites, PowerPoint presentations, and social media accounts including [Facebook](#), [Twitter](#), [Flickr](#) and [YouTube](#).
- Managed communications consultants within budget while tripling social media reach.
- Increased Facebook fan engagement 160% year over year by combining strategic marketing and a new public voting format for a cutest pets contest.
- Analyzed web metrics and data from social media platforms to evaluate effectiveness and improve performance of digital communications campaigns.
- Supervised update of [Healthyanimals.org](#) to a new WordPress platform within budget and on time, including developing and editing a third of the content for the site.
- Professionally represented AHI at meetings of agriculture and companion animal stakeholders, including State Agriculture and Rural Leaders, the Animal Agriculture Alliance and BlogPaws.
- Produced AHI's Annual Sales Report and Annual Report, highlighting market trends in the animal health industry.
- Restructured internal newsletter to better inform members of relevant news relating to organization, agency, Hill and state activities.

#### Science Writer / Part-Time

January – April 2011

*Annie Drinkard Communications*, Bethesda, MD

- Wrote and edited online highlights for the National Science Foundation's (NSF) Office of Legislative and Public Affairs group.
- Translated technical and scientific subject matter into content that is accessible to diverse audiences including the general public, news media, agency partners and Congress.
- Collaborated with NSF staff on project development and highlight selections.

**Communications Officer**

January 2008 – September 2010

*National Academy of Sciences, Marian Koshland Science Museum, Washington, DC***Public Relations and Media Management**

- Competently managed media consultant and \$100,000 marketing budget.
- Initiated museum's social media presence and increased fan base.
- Improved brand awareness through design and placement of print, radio, and web advertisements.
- Wrote and edited copy for museum web announcements, electronic newsletters, and social media.
- Implemented editorial calendar for social media.
- Designed and oversaw implementation of communication and dissemination projects, using various media such as print, electronic, video, and web-based products.
- Conducted surveys and analyzed visitor reactions to programs and advertising efforts.
- Advised staff on communication and dissemination strategies.

**Public Engagement and Marketing**

- Developed and marketed over 40 programs engaging scientists and museum visitors in discussion and education on scientific and policy topics.
- Improved museum's community engagement through increased participation in regional festivals, reaching an additional 14,000 visitors over two years.
- Led development of pilot project of science cafés for the National Academy of Sciences, incorporating staff and offices from multiple divisions of the organization.
- Coordinated regional government and non-profit partners to develop family programs.
- Advised and guided speakers to tailor program content.
- Arranged travel and other logistical elements of public lectures and program series.

**Public Affairs Officer**

June 2002 – December 2007

*Ecological Society of America (ESA), Washington, DC*

- Coordinated news release activities for journal articles and annual meetings with major universities nationally and internationally, resulting in improved news coverage for ESA.
- Wrote and disseminated news releases, resulting in international news coverage.
- Head writer and designer for ESA's Annual Report for five years; organized image collection, writing, printing, and distribution process.
- Served as primary point of contact for questions from science reporters and media.
- Managed ESA Annual Meeting Newsroom for meetings of 3,000 to 4,000 participants.
- Organized and taught sessions on improvisation and public speaking for 40 to 60 participants.

**EDUCATION**

Mount Holyoke College, South Hadley, MA

May 2002

Bachelor of Arts, Double Major: Biology and Politics

**TECHNICAL PROFICIENCY**

Adobe Creative Suite, Macromedia Dreamweaver, Microsoft Office Suite (Word, Excel, Access, Publisher, PowerPoint, Outlook), WordPress.

**ADDITIONAL EXPERIENCE****Instructor and Operative**

November 2002 – June 2009

*Washington Improv Theater, Washington, DC*

- Trained professional adults in the art and structure of improvisational comedy theater.
- As volunteer "operative," stage and house managed over 150 performances.