

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.