

Sarah Cole

I'm a science communicator who accurately and carefully elevates work to its most clear, succinct and passionate form. I'm all about helping readers get what they need – and getting it done quickly. I'm experienced, thorough, deadline-driven, eagle-eyed and committed to excellent work.

I've got eleven years of professional editing, writing and proofreading experience in a fast-paced consultancy, working to tight budgets. I'm easy to work with, honest, tactful and a great team contributor.

I'm savvy with writing and editing for any format; developing communication strategies or putting them in place; helping train scientists and non-scientists to communicate with the media; managing social media; designing, structuring, writing and managing websites; and following or creating organisational style guides.

Key skills

- Transforming scientific research into accessible, relevant and engaging print, digital and social media – while preserving accuracy.
- Producing and following brand, style and writing guidelines for consistent communication products and more efficient production.
- Consulting with and giving feedback to external, internal, and interest groups to create ownership of issues and opportunities.
- Creating and implementing communication strategies that progress an organisation's aims, and improve relationships with all types of people important to that organisation.
- Balancing multiple tasks and prioritising demands, while being mindful of time spent on each.

Employment

- 2010–current **Senior science communicator and editor** Econnect Communication
- **Creating communication strategies** by identifying objectives, audiences, key messages and communication risks (*example: I was primarily responsible for developing the [National RD&E Strategy Communications and Extension Program for Bioenergy](#) for the RIRDC*)
 - **Enacting communication strategies** we designed, with a full suite of print, digital and social media products (*example: I was the project leader and primary team member for [Managing Climate Variability](#) communication including websites, videos, tweets and Facebook, fact sheets, reports, newsletters, workshops, media articles, training, brochures, case studies*)
 - **Researching and writing** news and feature stories, case studies, profiles, media releases, fact sheets, museum/interpretive content, brochures, scripts, blog posts, social media content (*examples: 13 Australian Water Recycling Centre of Excellence [National Validation Framework fact sheets](#), [feature stories](#) for the CGIAR Generation Challenge Programme, [Colour: Secret language of the reef museum room](#) in the Museum of Tropical Queensland, Townsville*)
 - **Transforming complex scientific results** into summarised, synthesised, usable materials for non-experts (*examples: [Climate Champion program materials](#) and [Climate Kelpie website content](#) about managing climate change for farmers, 2010–16; Office of the Gene Technology Regulator [Risk Analysis Framework](#), 15 [fact sheets](#) and 10 web pages*)
 - **Editing print and digital publications:** substantive editing, copyediting and proofreading (*examples: I edited and copyedited the [2015–16 CSIRO Annual Report](#) with client feedback of: “Thank you very much for the great job you did. Very detailed and very thoughtful editing. I will be looking forward to working with you again in the future”, [Climate Kelpie website content](#), [CliMag magazines](#), 360,000+ words of editing and summarising climate adaptation for the Department of Climate Change and Energy Efficiency*)
 - **Delivering [workshops for scientists](#)** and women in agriculture in developing countries: Visualising your science with smart devices, Presenting science, Talking science with the media, Communicating

science, Planning science communication, Managing media issues and crises (*with consistently high participant ratings of our presentation style and content*)

- **Reviewing** and giving suggestions about content, style and structure/architecture of written work and websites (*example: substantive edit of a CSIRO transport manuscript, Australian transport sector within a global context*)
- **Proofreading** designed products and liaising with designers.

2006–10 **Website manager, database/stock manager, sales** Globe Trekker Adventure Gear

2004–06 **Training administration, editing, database management** Triple P International

Education

- Master of Communication (Science communication, Writing and publishing), The University of Queensland (2013)
- Bachelor of Science (Major in Neuroscience, Major in Psychology), The University of Queensland (2004)

Professional development

Design basics for editors	<i>with K. Duncan & M. Devadas (Biotext)</i>	2015
Systematic text editing	<i>with John Linnegar</i>	2015
Reviewing and editing	<i>with Mary O'Callaghan (Econnect Communication)</i>	2013
Time management	<i>New Horizons Learning Centre</i>	2012
Writing and editing for the web	<i>with Simon Hillier (Get There Writing)</i>	2011
Writing workshop	<i>with Mary O'Callaghan (Econnect Communication)</i>	2011
Adobe InDesign basics	<i>UQ School of Communication and Arts</i>	2009
Communicating the science of climate change with government, industry and business	<i>Hot Air Symposium</i>	2009

Technical skills

Software: MS Word, Excel, Outlook, PowerPoint, MS Publisher; Chrome, Firefox, Edge browsers; Adobe InDesign, Adobe Acrobat X Pro

Social/collaboration: Google Drive, Dropbox, Hootsuite, TweetDeck, Twitter, Facebook, LinkedIn, YouTube, Flickr, What'sApp, Twitch, Snapchat

Other: HTML, Joomla!, Wordpress, Google Analytics, MailChimp, SurveyMonkey, Google Alerts

Language and style guide experience

Australian, British and American English, plain English, beginner German

MLA, Chicago, Associated Press, Australian Government styles

Common styles of writing: reports, templates, feature and news articles, fact sheets, brochures, web pages, media releases, blog posts, surveys, strategies, proposals, papers, instruction guides

Professional associations

- [Australian Science Communicators](#), 2009–current
- Institute of Professional Editors, [Society of Editors \(South East Queensland\)](#), 2010–16
- Secretary (2012), Liaison to students (2014), [Southeast Queensland Australian Science Communicators](#)