

SARAH GOFORTH

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EXPERIENCE

5/09-present Manager, Print & Electronic Publications

Howard Hughes Medical Institute (Chevy Chase, MD)

- Managed large editorial and digital media projects, overseeing budget, staffing, marketing and analysis.
- Wrote, edited and produced content (including science briefs, bios, features and multimedia) for HHMI.org, Janelia.org and the *HHMI Bulletin*.
- Oversaw the development of the pilot print/digital HHMI Annual Report in 2009 and subsequent years; implemented strategies that reduced budget by 30% while growing online readership by 65% in two years.
- Conceived, implemented and evaluated a variety of Communications initiatives, including metrics, social media, marketing and multimedia plans.
- Served as Communications lead for new documentary film production unit, overseeing branding, marketing and outreach.
- Secured and managed long-term Google Grant; oversaw the implementation of AdWords campaigns in support of the Institute's goals across departments.

12/07-5/09 Senior Producer, Digital Media

4/06-12/07 Producer, Digital Media

Discovery Communications, Inc. (Silver Spring, MD)

- Assigned, edited and produced news stories, features and multimedia for Webby Award-winning Discovery News (www.discovery-news.com).
- Managed team of freelance writers; coordinated with video producers to create relevant webcasts and podcasts; wrote and edited scripts.
- Conceived and managed syndication deals with partners such as MSNBC, *Science News*, and Yahoo.
- Proposed and implemented strategy to bring web analytics into editorial planning; presented weekly analytics reports to executives and content contributors.

1/05-4/06 Science Writer

National Science Foundation (Arlington, VA)

- Wrote feature-length stories on NSF-funded research.
- Managed and edited weekly science email newsletter to 20,000+ subscribers.
- Proposed and organized monthly Cafe Scientifique lecture series.

9/00-4/06 Freelance Science Writer

- Publications and clients included *The Dallas Morning News*, *Popular Science*, *The Scientist*, *The Why Files*, *Madison Magazine*, NASA Science Mission Directorate, NIH, University of Wisconsin Medical School

11/99-7/01

Research Assistant/Laboratory Manager

Silver Lab, Department of Molecular Biology, Princeton University (Princeton, NJ)

- Investigated the quantitative genetics of complex behavioral traits.
- Coauthored: Brodtkin E.S., Goforth S.A., Keene A. H., Fossella J.A., Silver L.M., "Quantitative trait loci that affect aggressive behavior in mice," *Journal of Neuroscience*.

EDUCATION

2004 M.A. in Journalism, University of Wisconsin-Madison (4.0/4.0)

1998 B.A. with Distinction and Honors in Biology, Hendrix College (3.8/4.0)

Software Proficiencies: audio editing (Audacity), multimedia production (Soundslides, Slideshow Pro, Brightcove), web design (Illustrator, Dreamweaver, basic HTML & CSS), photo editing (Photoshop, Fireworks), web analytics (Google Analytics, Omniture, WebTrends), content management (Drupal, TeamSite, WordPress)

INVITED TALKS AND AWARDS

2010 Talk: "Web Metrics - What's in It for Editors," University Research Magazine Association Annual Meeting

2008 Talk: "Bridging Science and Journalism," AAAS Science and Technology in Society Conference

2002 Science Journalism Fellowship, UW-Madison

2002 Taylor/Blakeslee University Science Writing Fellowship, CASW

1998 Clark Biology Award, Hendrix College

1997 Matt Ellis Volunteer of the Year Award

COMMUNITY INVOLVEMENT

DC Newcomers' Center, 1/06-5/09, *volunteer ESL (English as a second language) instructor*

Arlington, VA Café Scientifique, 8/06-2/08, *volunteer organizer*

UW-Madison Community English, 9/03-5/04, *volunteer ESL instructor*

Princeton Taste of the Nation Food Bank Benefit, 9/00-5/01, *volunteer*

Pennsylvania Nature Conservancy, 9/99 – 12/00, *literature review & burn crew volunteer*

Hendrix College Volunteer Action Center, 9/95-5/98, *chair*

Riddle's Elephant Farm and Wildlife Sanctuary, 9/96-4/98, *animal care volunteer*.