

# Brooke Hess

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## Profile

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Science writer with experience writing and editing for NASA and various nonprofit conservation organizations. I specialize in translating complex scientific jargon into articles and content for non-scientists, with the goal of making science more accessible to those without a scientific education.

### Writing samples:

<https://www.nasa.gov/feature/goddard/2021/davinci-ten-mysteries-of-venus>

<https://www.nasa.gov/feature/goddard/2021/davinci-vms/>

<https://storymaps.arcgis.com/stories/242bda4938054df2a95db1a823994c6d>

## Education

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**MA in Journalism**, University of Nevada, Reno, 2020-2021

Focus on science writing with the Hitchcock Project for Visualizing Science and an internship with NASA's Goddard Space Flight Center

**Thesis:** The Soul of the Salmon: A Fight to Save the Declining Salmon Populations of the Snake River Basin

<https://storymaps.arcgis.com/stories/242bda4938054df2a95db1a823994c6d>

**B.S. in Geoscience**, University of Pennsylvania / University of Montana, 2016

**Thesis:** Fluvial geomorphology research on driftwood transport on the Slave River, Northwest Territories. Data analysis of log counts, carbon dating, and aerial images on upstream growth of log raft. Findings are published in the peer-reviewed Water Resources Research Journal.

## Experience

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### Science Writer / Communications Manager / Executive Producer / Expedition Leader

*The Grand Salmon Source To Sea Conservation Campaign*

2021-present

@salmonsourcetosea / [www.salmonsourcetosea.com](http://www.salmonsourcetosea.com)

- Wrote and edited longform articles, website content, blog posts, project summaries, grants, and newsletters pertaining to the project, the science, and the conservation goals
- Launched and managed the conservation campaign's website and social media, hosted and presented at 12 grassroots events to highlight the science behind salmon declines, and led a campaign to write Congress promoting dam removal. Currently acting as Executive Producer for The Grand Salmon film.
- Coordinated and led a 78-day, 1,000+ mile whitewater kayaking expedition from the source of the Salmon River in central Idaho to the Pacific Ocean. The expedition goal was to catalyze conversation promoting removal of the four Lower Snake River dams and a moratorium on the Stibnite Gold Project, to save the Snake River Basin salmon populations from extinction.
- Developed and maintained partnerships with industry leaders, sponsors and donors. Generated over \$50,000 in funding and donated gear for the expedition via grants and sponsorships. Partnered with non-profits, *Idaho Rivers United* and *Rivers For Change*
- Initial media campaign success has been reflected in support statements written by the White House Council on Environmental Quality and Washington State Senator Patty Murray and Governor Jay Inslee.
- Named Idaho Rivers United's "2022 Salmon Advocates of the Year"

### Science Writing Intern

*NASA Goddard Space Flight Center*

2021

- Worked with NASA scientists in Planetary Science to research and write informative articles about the DAVINCI mission to Venus
- Created written and visual content for the DAVINCI mission webpage
- Translated and effectively communicated complex scientific concepts through articles for non-scientists that are published on [www.nasa.gov](http://www.nasa.gov)
- Wrote social media posts for @nasa Instagram account

## Science Writer / Producer

*The Hitchcock Project for Visualizing Science*

August 2020 - December 2021

- Winner of the the SABEW Association for Business Journalists' Award for Student Journalism in the Project and Collaborations category based on work I contributed to the magazine
- Wrote and edited scientific news articles for the magazine's online website, clearly and effectively explaining the scientific content for non-scientists
- Digitally produced content in Word Press
- Managed social media content and accounts

## Social Media Manager

*CTEMPs Lab, University of Nevada Reno*

December 2020 - August 2021

- Built and managed social media platforms for the lab
- Advised on website organization and accessibility for increased traffic and funding opportunities

## Staff Writer

*The Outdoor Journal*

June 2018 - June 2019

- Pitched, wrote, edited, designed, and published eight articles per month, including news reports, sponsored posts for leading industry brands i.e. Rivian and Mercedes-Benz, blog posts, and traffic-boosting content.
- Secured and conducted interviews with industry celebrities like Alex Honnold, Steph Davis, Hilaree Nelson
- Designed layout and visuals for articles using Wordpress. Wrote and managed social media posts.
- *Outdoor Moms - Hilaree Nelson* story named one of Outdoor Journal's Biggest Stories of 2018
- *The Dirty Secrets of #Vanlife* was the most viewed and shared story in the history of the journal

## Freelance Writer

*Paddling Magazine, Outdoor Research, The Okere Project, Duct Tape Diaries, Kayak Session* 2017 - present

- Write science news articles, feature articles, profiles, sponsored content, and gear reviews

## Math and Science Teacher

*World Class Academy - The Climbing Academy and The Kayak Academy*

2016 -2017

- Taught Pre Calculus, Environmental Science, Algebra, and SAT Prep to high school students

## USA Freestyle Kayak Team Member

*Team USA*

2017-2020

- Competed as a member of the US Freestyle Kayaking Team for the 2017 World Championships in San Juan, Argentina and various international competitions from 2017-2020, with numerous podium finishes
- Represented the United States, as well as various industry sponsors as an internationally-recognized athlete

## Skills

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**Expertise:** Knowledgeable in SEO practices, AP Style, Adobe Creative Suite, quantitative and qualitative research and analysis, professional scientific and technical writing, investigative journalism, data journalism, science communication to non-scientists, social media, photojournalism, Word Press, Microsoft Office

## Additional Accomplishments

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- Interviewed on numerous podcasts, radio stations and webinars, including *NPR - Boise State Public Radio, Advocates For The West - Voices of The West Webinar, Adventure Scientists - Wild and Scenic River Webinar, Eddy Out Podcast, The River Radius Podcast, Freeflow Institute Podcast.*
- Featured athlete in *Teton Gravity Research's Breaking Through Series*, profiling six female athletes reaching a new level in their sport.
- Spotlitged by NRS in their film, *Brainwaves*, as the featured athlete and story.
- Whitewater Awards 2020 Best Trick runner up and 3rd place finisher
- Kayaking competitions: 2017 Montreal Eau Vive champion, 2017 Nile River Festival vice champion, 2017 Unleashed vice champion, 2020 Kaituna Time Trial champion