

# KRISTIN HUGO

www.KristinHugo.com | C: 925 389 7462 | KristinHugo@Gmail.com | www.Linkedin.com/in/KristinHugo | @KristinHugo

Science Journalist - Focus on biology - Multimedia - Self-Starter

## WORK EXPERIENCE

### **THE INDEPENDENT** – *Part-time General Assignment reporter, 10/2017 – Current*

- Write 3-5 general assignment stories per day
- Find and report stories
- Live-blog

### **NEWSWEEK** – *Science Writer, 09/2017 – 07/2018*

- Wrote 2-4 400+ word stories per day
- Used best practices for SEO to maximize our articles' reach
- Attracted viewers with captivating content, gaining more than 1,060,000 viewers in January 2018
- Created and led a new social media strategy, improving the *Newsweek* reach through Twitter and Tumblr
- Designed the *Newsweek Science* Tumblr, created standards for using it, and trained the team to use the platform
- Pitch science story ideas daily
- Wrote viral stories by discover unique angles on trending topics

### **PBS NEWSHOUR** – *Science and Social Media News Assistant, 12/2016 – 05/2017*

- Created videos, illustrations, animated gifs, and social media content to promote science-related articles on Instagram, Tumblr, Twitter, Snapchat, and Facebook.
- Designed story ideas inspired by press releases, networking, following the news, and social media, and pitched them weekly.
- Wrote about upcoming research and relevant science stories, such as the March for Science and the ethics of wildlife photography.
- Tripled the number of *PBS Newshour* Tumblr followers.

### **NATIONAL GEOGRAPHIC** – *Digital News Intern, Freelancer, 06/2016 – 11/2016*

- Wrote about conserving horse breeds, analyzing animal behavior, wildlife conservation, and more.
- Teamed up with photography, video, and infographics colleagues to create multimedia and promote articles.
- Did field reporting on a pony roundup event, by helping to organize, conducting interviews, photographing, and taking video.
- Created kids' version of content.

### **STRANGE BIOLOGY (BLOG)**

*Author/Owner, 09/2013 – Current*

- Received Tumblr's "spotlight," "radar," and "featured" recognition for my 56,000 follower blog.
- Self-started a branded internet media outlet that now includes a published book and merchandise.
- Independently research and report on animals, mutations, bones, and other biology topics.
- Designed and executed a variety of media including animation, videos, games, and .gifs.
- Learned a variety of multimedia programs including Adobe Creative Suite, especially Photoshop

## EDUCATION

### **BOSTON UNIVERSITY**

*Masters of Science in Science Journalism*

### **CALIFORNIA STATE UNIVERSITY, NORTHRIDGE**

*Bachelor of Arts in Journalism*

*Minor in Sustainability*