

KARA MARKER

HEALTH & WELLNESS
CONTENT STRATEGIST

CONTACT



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SCIENCEKARA.COM



@SCIENCEKARA

SKILLS

- Writing (scientific, technical, creative)
- Sound and video production (Camtasia, Audacity, Adobe Premiere Pro, Adobe Audition)
- Design
- Marketing (social media, email)
- Event planning
- Wordpress, Kentico

CAREER HISTORY

Clinical Nutrition Communication Specialist

Standard Process Nutrition Innovation Center | 2018 - Present

- Write, publish, and promote health content via educational platform WholisticMatters.com as the site's primary manager.
- Develop content, manage interviews, and produce episodes for the weekly WholisticMatters podcast series.
- Improve user experience and overall site structure and organization on WholisticMatters.com with a complete redesign on a new content management system.
- Write industry updates in alternative, natural, and wholistic health care and wellness via web articles, social media posts, and weekly email newsletters.
- Manage and edit contracted work from multiple writers, graphic designers, and digital agencies.
- Engage with healthcare practitioners, corporate stakeholders, and nutrition enthusiasts to promote the WholisticMatters brand.

Communication Specialist

North Carolina Research Campus | 2015 - 2018

- Communicated research findings in clinical health and nutrition science with a lay audience via written news reports, weekly and monthly newsletters, and published interviews.
- Primary manager of the organization's website, Transforming-Science.com, and 4 social media accounts.

Science Writer

Labroots.com | 2015 - 2018

- Provided content for 3 weekly newsletters based on 3 trending topics: cardiology, immunology, and clinical and molecular diagnostics.
- Contributed to the site's overall goal as a science networking website by enhancing content marketing, publicizing webinars and live events, and utilizing social media.

Planner, Event Facilitator, and Science Writer

Charlotte Research Institute | 2016 - 2018

- Planned 10+ annual events for the North Carolina Science Festival at UNC Charlotte and the UNC Charlotte Science and Technology Expo.
- Interviewed professors and wrote press releases for the university.

Science and Health Writing Freelance Clients

- Institute for Natural Medicine (current)
- N.C. State Plants for Human Health Institute
- The Surge (previously ThriveWire.com)
- Roaring Earth (previously MaxAnimal.com)
- SkinnyMs.com

ACADEMIC HISTORY

University of North Carolina at Chapel Hill

Bachelor of Arts in Biology | Class of 2015

University of North Carolina at Charlotte

Master of Arts in English | Class of 2018

- Concentrated in technical and professional writing
- Thesis: "Science Writing: Specialist and non-Specialist Genre and Style from the Late 19th Century and the Early 21st Century"