Anna M. Campbell

Communications Strategy, Science Storytelling, and Creative Prototyping with AI

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Millions of views ∴ 3,000-visitor exhibit ∴ 500-attendee summit ∴ Cost per lead halved ∴ Angel's Choice Award

SUMMARY

Creative producer and marketer who makes research feel human through toys, tools, and stories. **12+** years leading communications strategy and storytelling for research, technology, and mission-driven organizations, from brand and messaging to video series, campaigns, exhibits, and live events. Produced *The Swim* (Shorty Award nominee) for Seeker's 3-million-subscriber audience with Discovery and **27 research institutions**, and produced Reinvent 2025, a 500-attendee summit with keynotes from Vox and PBS Digital Studios, delivered under budget. Built *Turning the Tide*, an immersive ocean exhibit on Governors Island (**about 3,000 visitors**). Prototypes with frontier models daily, from Whisper-powered voice apps to AI-designed live games. Biologist by training with an M.A. in Media Innovation.

SKILLS AND TOOLS

Expertise: Communications strategy · Brand and messaging · Science storytelling · Content packaging · Film and video production · Experience design · Interactive installations · Rapid prototyping with AI · Audience testing and iteration

Production and publishing: Adobe Creative Suite · Canva · Descript · Figma · Flourish · Datawrapper · WordPress · Substack · YouTube Studio · Vimeo · Loom · HTML/CSS · AP and Chicago style

Platforms: ElevenLabs · Claude (incl. Claude Code and agent workflows) · ChatGPT · Gemini · NotebookLM · Airtable · Slack · Zoom · Zapier · Kit · Mailchimp · HubSpot · Microsoft 365 · Google Analytics

EXPERIENCE

Founder and Creative Director | Solarpunk Studio, Northern CA (remote) 2021 – Present

Built and lead an independent science communication studio for energy, technology, and research organizations, hiring and directing contractors in operations, design, illustration, video, and voice.

Select client engagements

- **WATT Coalition (grid modernization):** Run the editorial calendar and quarterly newsletter for **750** utility and policy leaders (3+ years); codified grid-technology messaging into a voice and tone guide that governs all WATT content. LinkedIn engagement runs **40%** above the B2B median, with **top-10%** event campaigns; produced explainer videos.
- **ORBTL.AI (geospatial startup):** Led go-to-market for its rebrand and online launch, adapting academic material into how-to guides that drew new government and NGO interest.
- **The Nature Conservancy, Innovation Division:** Produced an interview and B-roll series with animated design-thinking sequences on accelerating slow conservation timelines; now part of employee onboarding.
- **California Marine Sanctuary Foundation:** Built the brand architecture, messaging framework, and phased launch strategy that positioned it to scale proven marine conservation protocols nationally.
- **Braided River Books:** Built an interactive digital portal for *Living River*, a National Outdoor Book Award winner, where readers travel down the Colorado River watershed and meet the people interviewed; visualized the crisis for its campaign and traveling exhibit, helping drive **10M+** impressions.
- **Converge Strategies (energy security consultancy):** Built its go-to-market messaging and comms roadmap and helped launch a thought-leadership podcast.
- **Arctic Tern Expeditions:** Led climate storytelling and partnerships that **fully booked** its 2024 High Arctic season.
- **Ocean Youth Academy:** Localized its flagship Arctic science course for students in Kenya, re-shooting ten modules for three grade levels and building the LMS; it now anchors a pending **$200K** edtech deal.

Studio platform and programs

- **Run every part of the business**, from P&L, pricing, and sales to contracts and compliance, and treat each project as an ROI decision, testing offers with paid ads (**halved cost per lead** year over year).
- **Launched and run** *Visible Brilliance*, a cohort program for women in STEM, and designed its 8-week *Field Season* curriculum of **eight original games**, including the *Elevator Drop* (a 60/30/15/7-second pitch ladder; concept and graphics developed with AI) and a superhero persona card, with live Field Days judged by outside experts.
- **Developed and built** *Turning the Tide*, an immersive ocean exhibit on Governors Island, NY (**about 3,000 visitors**); pitched and signed its sponsor (Blue Whales Blue Skies), brought in Sonos speakers, and used AI to turn partner data into iPad experiences and to scope materials.

Project Manager | Reinventing Media, Northeastern University, Boston, MA (remote) 2020 – Present

Foundation-funded academic-industry initiative on the future of news media; promoted from graduate researcher. Also Research Assistant, Northeastern Immersive Media Lab (2020–2021).

- **Manage a Stanton Foundation–funded partnership** (current phase: **$3M**) linking Northeastern faculty, Harvard Kennedy School's Shorenstein Center (which published our research), and **six newsrooms** across three phases (ABC7 Chicago, WCVB, WCBS, WFSB, Boston.com, 910 Media Group), whose fellows won an Edward R. Murrow Award; coordinate research, fellowship, curriculum, and publicity and report to the foundation.
- **Lead a core team of 10–14** (faculty, journalist fellows, students, and an outside research firm), **scaling to 25** for the summit; run all digital communications: website, HubSpot email, press, social, and partner toolkits.
- **Designed original research** on how animation and information design make complex information more memorable; designed the playbook *Reinvent: A Survival Guide for Local TV News* and helped land WSJ and The Wrap coverage.
- **Produced "Reinvent 2025,"** a two-day summit with 3 keynotes, 14 panels, and **47 presenters**, including Vox Media Editor-in-Chief Swati Sharma, PBS Digital Studios head Maribel Lopez, and The Washington Post's TikTok team, and **nearly 500 attendees** from GBH, The Boston Globe, NBCUniversal, and more; delivered under its **$71K** budget.
- **Designed and built the** *Data Playground*, a room that turned our research data into hands-on displays with VR storytelling demos, using AI to estimate and spec materials; built the NAB Show booth.

Producer, Original Programming | Seeker (Discovery Digital / Group Nine), San Francisco, CA 2017 – 2020

Grew to **3 million subscribers** during my tenure; billed as "the most engaged science brand on social."

- **Pitched, wrote, and produced six science series** (*Elements*, *Sick*, *Science in the Extremes*, *Tusks to Tails*, *The Swim*, *How Close Are We?*), from synthetic life to AI agents and quantum computing, shaping each format and look.
- **Led editors, cinematographers, and motion designers** on studio, field, and remote shoots, on budget and deadline.
- **Partnered with scientists at NASA, MIT, Harvard, NIH**, and others to turn their findings into scripts and storyboards.
- **Owned thumbnails, titles, and metadata**, swapping packaging on performance; several episodes passed 1M views.
- **Developed VR pilot episodes** from scratch on the physics of extreme sports, creating a new storyboarding method for 360 content, writing scripts, and setting up 360 shoots (locations, talent, and gear).
- **Designed and built Seeker's event displays** from scratch, including *The Swim* installations at Bay Area Science Festival and the Omnicom advertising summit (NYC) and a California Academy of Sciences NightLife display.

> **The Swim** *(Seeker × Discovery) | Project Manager and YouTube Producer | 2018*
> Coordinated *The Swim*, a multiplatform science "brand stunt" built with Discovery, endurance athlete Ben Lecomte, citizen scientists, and **27 research institutions** including NASA and Woods Hole Oceanographic Institution. Ben's attempt to swim roughly 5,000 miles across the Pacific doubled as a floating lab for what partners called "the most comprehensive study of our oceans to date." Produced **10 YouTube deep dives**, each translating one study, alongside live video, shorts, and a feature documentary. Shorty Award nominee.

Social Media Coordinator and Science Instructor | Catalina Island Marine Institute, Avalon, CA 2015 – 2017

- **Ran the editorial calendar, brand style, and daily publishing** across Instagram, Facebook, Twitter, and the blog, and led fellow instructors in producing short science videos.
- **Designed and taught** hands-on marine science lessons for student, family, and corporate groups.

Hollings Scholar and Sentinel Sites Program Fellow | NOAA, Honolulu, HI 2013 – 2015

- **Helped launch NOAA's Sentinel Site Initiative** with a virtual data and storytelling platform, using participatory GIS and ArcGIS Online to connect Indigenous and community stewards with sea level rise research.
- **Produced a short documentary** on Hawaiian wetland restoration; published "Community-Based Watershed Restoration in the Hawaiian Islands" (*Case Studies in the Environment*, UC Press, 2017).

EDUCATION AND AWARDS

Angel's Choice Award | Northern California Venture Conference (Solarpunk Studio) 2026

PILOT Innovation Challenge Winner | National Association of Broadcasters (Reinventing Media) 2022

M.A., Media Innovation (Experience Design) | Northeastern University, Boston, MA 2021

CAMD Graduate Award for Creative and Research Projects | Northeastern University 2021

B.A., Biological Sciences; Minor, Marine Science and Policy | **High Honors** | Smith College, Northampton, MA 2015

Graduate coursework: Prototyping for Experience Design · Information Design and Visualization 1 and 2 · Media Innovation Studio 1 and 2

Communities: Futurespaces · World Experience Organization · Epic Immersive · SXSW · Experiential Producers Room · Educators in VR · Video Consortium · Sigma Xi · Association for Women in Science · Women in Cleantech and Sustainability · Clean Creatives · HerHeadquarters · Climate Hive