

Karen de Seve

69 Division Avenue, Summit, NJ 07901 ~ 908-337-1875 ~ kdeseve@gmail.com

Objective Creating fresh, dynamic and focused content for a range of media

- Experience**
- Creative Content Studio** Present
Principal and Creative Force: exhibition development and writing, interpretive planning, multimedia production and writing; editorial directing; web site management; editing; public relations
- Evidence Design, Brooklyn, NY** 2012–2013
Freelance Content Manager, Smithsonian Human Genome Exhibition: developed content; wrote exhibit descriptions and media treatments; managed client correspondence and meetings; researched images
- Freelance Writer, Editor and Producer** 1994–Present
Writing for exhibitions, multimedia, magazines, web sites, newsletters and text books; interpretive planning and exhibit development; editing for museums and businesses; public relations
- *National Geographic Kids* magazine
 - Baboon Animation
 - American Museum of Natural History
 - California Academy of Sciences
 - Children’s Museum of Manhattan
 - “NATURE,” PBS/WNET Media Group
 - Scholastic, Inc. (books, *Science World* and *SuperScience*)
 - Weekly Reader Group (*Career World* and *Current Health 2*)
 - Signature Design (Lewis & Clark Memorial Tower Illinois National Scenic Byway, Radium Springs; Johnson Shut-Ins State Park; Arabia Mountain National Heritage Area)
 - Words and Numbers (text books)
 - Houghton Mifflin Harcourt (teacher resources)
 - Learning A-Z (online science textbooks)
 - Rensselaer Polytechnic Institute (quarterly magazine)
 - “Tying the Knot” feature film documentary
- Rutgers University School of Communication and Information, New Brunswick, NJ** 2011–2012
Part-time lecturer, Science and Health Writing; Digital Communication
- American Museum of Natural History, New York, NY** April 2008–May 2009; 1999–2003
Writer, Exhibition Department: developed interpretive plan; wrote exhibition and media content; Projects: *Climate Change, Petra, Einstein, Ocean Life, Genomic Revolution, Discover the Universe, Fighting Dinosaurs, Meeting God, Frogs, Time Capsule, Body Art*
- Science Publicist, Communications Department*: 1998–1999
placed science stories in local, national and international media; developed online outreach
- Liberty Science Center, Jersey City, NJ** March 2005–April 2008
Senior Exhibit Developer & Project Manager: managed *Infection Connection* and *Breakthroughs* exhibition teams, schedules and budgets; directed vendors; wrote interpretive plan; wrote exhibition text; wrote and produced videos and multimedia; researched and acquired images, footage and artifacts; liaised with scientific experts and donors; wrote grants; gave presentations and workshops
- Writer, Marketing Department* (www.lsc.org): Aug 2004–March 2005
wrote and produced online science experiences and videos; wrote quarterly newsletter; edited text
- ScienCentral, Inc., New York, NY** Jan–Aug 2004
Producer: reported, wrote and edited weekly 90-second TV news stories for ABC and NBC affiliates
- Wildlife Conservation Society, Bronx Zoo, NY** 1997–1998
Web Site Manager (www.wcs.org): managed web department; developed web site design; wrote, edited and uploaded content; established online partnerships; coordinated contributors
- Associate Manager, Conservation Communications*: placed international stories; 1995–1998
wrote press releases, brochures and newsletters; expanded online outreach; organized press events; developed scientific journal prototype

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| Blog | Climate Change and the Bering Sea (http://beringsea.blogspot.com/) | |
| Appearances | NYAS-sponsored Science News at Museums , panel speaker/organizer | 2008 |
| | Rutgers Science and Health Writing seminar , guest lecturer | 2007, 2009 |
| | “Good Day NY Street Talk,” live TV interview about climate change and the Bering Sea | 2007 |
| | Scientific American Podcast , interview about climate change and the Bering Sea | 2007 |
| | University of the Arts Museum Studies , guest lecturer | 2006 |
| Education | New York University Graduate School of Journalism , New York, NY | 1995 |
| | M.A. in Journalism with a certificate in Science, Health and Environmental Reporting | |
| | Cornell University College of Agriculture and Life Sciences , Ithaca, NY | 1991 |
| | B.S. in Animal Science with a concentration in Communication Arts | |
| Special Skills | Videography, Final Cut Pro, Photoshop, Dreamweaver, HTML, Acrobat, Office, PowerPoint | |
| Awards | Communicator Award of Distinction, “Brain Lounge” | 2011 |
| | Gold MUSE Award, Multimedia Installation, American Association of Museums | 2008 |
| | National Science Foundation Grant to sail aboard US Coast Guard <i>Healy</i> in Bering Sea | 2007 |
| | Communication Arts Award of Excellence, <i>The Genomic Revolution</i> | 2001 |
| | Communicator Award of Excellence, <i>Fighting Dinosaurs</i> | 2000 |
| Associations | National Association of Science Writers, SWINY, American Alliance of Museums | |
| References | Available on request | |
| Print Clips | Available On Dropbox: Karen's Clips | |
| Video Samples | Polar Perspectives (on YouTube) I filmed, edited and produced this video of researchers studying the Bering Sea for the LSC Polar Perspectives exhibition--for which I was developer, writer and project manager. | |
| | Infection Connection Express (on YouTube) This is an immersive experience within LSC's Infection Connection gallery, of which I was the exhibition developer, writer and project manager. I co-wrote and co-produced the video. This experience won the Gold Medal Muse Award in 2008 from the American Association of Museums. | |
| | Global Travel (on YouTube) Set in an airplane exhibit in the Infection Connection gallery at Liberty Science Center, Global Travel shows visitors how germs get around. I co-wrote this interactive, and I served as executive producer. | |
| | Select Science Central News Stories: Humor and Brains : TV news story on research that shows how the brain responds to humor Addicted to Love : TV news story featuring research that describes how romance affects the brain Learning Language : TV news story about research that explores how baby brains learn meaning | |