

Sara J. ElShafie, Ph.D.

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Science Communication Content & Training – Strategic Planning – Project Management

- ✓ **15 years in Science Communication, Outreach, and Education** with 300+ hours delivering communication training and keynote presentations, reaching 6000+ clients and participants worldwide.
- ✓ **Graduate Training in Earth Sciences** – MS, Earth & Atmospheric Sciences; PhD, Integrative Biology.
- ✓ **Strategic Communications Planning** – Advised on communication strategy and messaging for think tanks, scientific institutions, government labs, nonprofits, and entertainment companies.
- ✓ **Integrated Communications** – Distilled and translated complex technical information for specialist and general audiences through a variety of content including articles, press releases, reports, website content, and social media, and through events such as presentations, classes, workshops, panels, collections tours, and public festivals.
- ✓ **Communication Training** – Delivered bespoke workshops and coaching to help scientists, educators, and others use strategic storytelling to engage diverse audiences with technical topics.
- ✓ **Project Management, Leadership, Teamwork** – Led and contributed to multiple accounts across a diverse portfolio of clients, both independently as an entrepreneur and collaboratively as a team member while working at a global communications agency and at a global nonprofit think tank.
- ✓ **Stakeholder & Senior Leadership Support** – Synthesized multiple points of view to build consensus among stakeholders and senior leadership, clients and service providers. Coordinated, facilitated, and contributed to meetings with key stakeholders and leaders.

EDUCATION

- University of California, Berkeley** **May 2022**
Ph.D., Integrative Biology (Specialization: Global Change Biology); Relevant Courses: Leadership, Business 101
- University of Nebraska, Lincoln** **May 2014**
M.S., Earth and Atmospheric Sciences (Areas of Specialization: Climate Science, Vertebrate Paleontology)
- University of Chicago** **June 2011**
B.A., Biological Sciences with Honors (Area of Specialization: Ecology and Evolution)

EXPERIENCE

- MI Philanthropy, [The Milken Institute](#)** **2023 – Present**
Senior Associate, Environmental & Social Innovation
- Served as a Global Climate Expert and helped launch new a new climate philanthropy initiative
 - Advised strategic planning, conducted due diligence research, networked with key institutions and thought leaders, and prepared communications to direct philanthropic funds to environmental and sustainability needs
- [Science Through Story, LLC](#) (Chicago, IL)** **2016 – Present**
Founder and Principal, Aug 2020 – Sept 2022, Sept 2023 – Present
Freelance Coach and Consultant (Berkeley, CA), Nov 2016 – Aug 2020
- Created [workshop series](#) on science communication through storytelling for scientists and science educators
 - Planned and implemented over 100 virtual and in-person events for groups ranging from 6 – 500+ participants
 - Designed logo and [website](#), and optimized SEO to achieve top search hit for “science storytelling workshops”
 - Trained clients to develop and facilitate their own science communication workshops
 - Tracked the measurable outcomes of workshops, events, and products using metrics and surveys
 - Frequently invited as guest speaker or panelist for conferences, webinars, online courses, and other events
 - Wrote articles to teach communication skills (e.g., see this [article explaining COVID-19 mRNA vaccines](#))
- [Weber Shandwick](#) (Chicago, IL)** **Sept 2022 – Aug 2023**
Vice President of Scientific Communications, Director of Scientific Storytelling
- Built narrative frameworks for client projects, including institutional, brand, and product narratives
 - Researched industry trends, conducted competitive landscape analyses, and produced summaries of government proceedings to inform communication strategies for clients’ business and philanthropic initiatives

- Helped a philanthropic foundation create and plan a forum to convene a new social impact think tank
- Developed and executed communication workshops and training in facilitation for clients and team members
- Coordinated new business strategies in collaboration with senior leadership and teams across offices
- Represented company at conferences and networked to drive new business, recruitment, and outreach

Berkeley SciComm Program, University of California (Berkeley, CA)

2018 – 2022

Instructor and Coordinator

- Founded and coordinated new program to promote sustained science communication training at UC Berkeley
- Trained 12 Fellows in workshop design and facilitation and ran public workshops with Fellows shadowing

Society for Integrative & Comparative Biology (International)

2016 – 2020

Public Affairs Committee Member

- Solo-authored annual press releases about new studies presented at the society's annual meeting
- One [authored press release](#) was syndicated across major global news outlets such as [CNN](#) and [NYTimes](#)
- Mentored student journalism interns and edited their press releases each year

Innovative Genomics Institute, University of California (Berkeley, CA)

January 2018

Strategic Communications Consultant

- Invited by Nobel laureate Dr. Jennifer Doudna to participate in a strategic planning workshop for communication and outreach on CRISPR Cas-9 gene editing technology

A Major Theme Park & Zoo (Orlando, FL)

May – September 2018

Strategic Narrative & Communications Consultant

- Facilitated strategic narrative framework sessions for senior and executive management of parks
- Advised on impactful storytelling strategy and content development for two major new projects

Society for Integrative & Comparative Biology 2018 Annual Meeting (San Francisco, CA)

2016 – 2018

Symposium Organizer

- Organized symposium, "[Science Through Narrative: Engaging Broad Audiences](#)," attended by 500+
- Recruited and managed a multi-disciplinary team of experts from diverse scientific fields and arts industries
- Raised over \$20,000 in funds for symposium budget, including travel funds for 12 early career presenters
- Worked with speakers to develop and edit abstracts, oral presentations, and manuscripts
- Curated and edited series of resulting papers, published open access in the peer-reviewed journal [Integrative and Comparative Biology](#)

University of California Museum of Paleontology (Berkeley, CA)

2012 – 2020

University of Nebraska State Museum (Lincoln, NE)

Science Outreach Volunteer

- Gave collections and exhibit tours for school groups, donors, and high-level stakeholders
- Served as speaker, interpreter, and content creator for public outreach events

Project Exploration – Nonprofit (Chicago, IL)

2009 – 2011

Instructor and Interpreter

- Designed and implemented inquiry-based science sessions with students from Chicago Public Schools

NETWORK

Selected Past Clients: NASA Ames, NOAA, Lawrence Berkeley National Laboratory, Smithsonian Tropical Research Institute, National Geographic, The University of California, MIT, Field Museum, Foundation S, Wellbeing Economy Alliance, Integral Ecology Group, Puerto Rico Science Technology & Research Trust, Nordic European Molecular Biology Laboratory, Pfizer, Moderna, Roche, Bayer, Abbott, The Leakey Foundation, Science World Vancouver, Manomet, CODAME Art+Tech, Walt Disney Family Museum, A Major Theme Park & Zoo in Orlando (FL)

Selected Collaborators: Practitioners at NASA Jet Propulsion Laboratory, Smithsonian National Museum of Natural History, American Geophysical Union, Spacetime Labs (Science Marketing), ReAgency (Science Marketing), Weber Shandwick, Stamen Design (Data Visualization), The Science & Entertainment Exchange, Pixar Animation Studios, Industrial Light & Magic, Bay Area Theater Sports

ADDITIONAL SKILLS: Microsoft Office Suite, Adobe Creative Suite, Slack, QGIS, PAST, Squarespace