

Cristina Santiestevan

science and environmental writer

Experienced writer and creative, outside-the-box thinker with a strong background in science and conservation issues. Skilled at accurately adapting complex scientific topics to maximize public understanding through publications, websites and museum exhibitions. Solid understanding of communication and interpretation best practices. Proven ability to motivate behavioral change and conservation action through publications and museum exhibitions.

Strong belief that quality writing entertains while it educates, and that complex topics can be communicated without using big words or run-on sentences.

PROFESSIONAL EXPERIENCE

Red Bug Media Warrenton, VA
Owner, writer and web developer 2000 – present

Freelance writer and website developer. Projects include magazine articles, website copy, print advertisements, brochures and e-newsletters. Online portfolio available at redbugmedia.com.

New England Aquarium Boston, MA
Exhibit Content Manager & Senior Writer 2007 – 2008

Developed concepts and messaging priorities for New England Aquarium publications and exhibits. Researched topics and wrote content for publications, exhibits and supporting materials. Led review process to ensure scientific accuracy of all finished materials. Communicated with diverse audiences, from schoolchildren to businesspeople. Participated in high-level strategy and editorial meetings; influenced messaging goals and priorities for New England Aquarium publications and exhibits.

Senior Writer & Content Developer 2005 – 2007

Developed and wrote content for New England Aquarium publications and exhibits. Projects included feature articles, profiles, e-newsletters, web copy, conservation and educational materials, business documents, and media and promotional materials. Participated in editorial and strategy meetings.

Conservation Associate 2000 – 2004

Developed and wrote content for conservation programs, publications, grants and exhibits.

EDUCATION

MA, Biology, 2004 Boston University, Boston, MA

BA, Biology and English, 2000 Williams College, Williamstown, MA