

# Ingrid Ockert

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## Professional Experience

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### Marketing Communications Coordinator, Lawrence Berkeley National Laboratory 2021 - current

- Project lead for interdepartmental communication and marketing strategy
- Manages social media engagement, builds pages for online platforms (WordPress and LinkedIn), and tracks statistics (Google Analytics, LinkedIn)
- Wrote 301 social media releases, published 16 articles, built 14 webpages, and designed ten promotional items (i.e. handouts, postcards, shirts)
- Over the course of a week (9/16/2022), increased users on LinkedIn by 50%

### Online Content Manager-- Volunteer, Radio Preservation Task Force 2020 - current

- Manages PR strategy for a national organization of leading radio professionals
- Monitors daily engagement (Facebook: 650+, Twitter: 6K+ followers) and tracks statistics
- Redesigned website and built 25 new pages
- Supervises a web developer and a social media coordinator

### Content Writer/Fellow – Contractor, Science History Institute 2018 - 2020

- Developed digital content and visuals for social media feeds (Twitter: 18K followers)
- Co-produced a podcast episode (Distillations: "Science on TV") with over 5K downloads
- Managed budget, staff, and coordinated vendors for monthly special events

### Outreach Fellow—Contractor, Council on Science and Technology 2017 - 2018

- Launched and directed a yearlong workshop about science communication
- Booked talent from Scientific American, Science Friday, NOVA, and others.
- Wrote and managed grants and handled finances (\$5K)

### Qualitative Researcher, Princeton University 2012 – 2018

- Reported on current news and events for science radio series, *These Vibes are Too Cosmic* (2016 -2018) and for *Science* (2017 onward).
- Research profiled on *Science Friday*, *Caveat*, *Undark*, *Lady Science*, *The Pulse*, *Innovation Hub*, and *Oregon Public Broadcasting*.
- Award-winning dissertation, supported with funds from the Smithsonian and NASA, focused on the dynamics of science television production teams at GBH, Sesame Workshop, and others.

Writer, TERRA Research Magazine 2011 - 2012

Archives Assistant, Oregon State University Libraries 2010 - 2012

Production Assistant, Oregon Public Broadcasting 2008 - 2009

## Skills

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**Technical:** WordPress, Basic HTML, Asana, Sprinklr, Canva, MS Office Suite, Slack, Zoom, Google Suite, Facebook, Instagram, Marq, Sprout Social, Trello, OBS, Quick Time, and Twitter.

## Education

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PhD, History of Science (Communications, Physics, Biology), Princeton University 2018

BA, Science Communications (Liberal Studies), Oregon State University 2012

## Professional Affiliations

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National Association of Science Writers (NASW), Northern California Science Writers Association (NCSWA), BioTech Connections (Mentor), StoryCollider (Alum), Science Public Engagement Partnership (SciPEP) (Organizing Committee Member), American Archive of Public Broadcasting (Advisory Committee – Former Asst. Chair)

## Publications

### Freelance

**"The (soft) propaganda value of lunar exploration."** *Physics Today*, February 2021.  
<https://physicstoday.scitation.org/doi/full/10.1063/PT.3.4680>

**"S is for Science: The Making of 3-2-1 Contact."** *Physics Today*, January 2021. [S is for Science: The making of 3-2-1 Contact: Physics Today: Vol 74, No 1 \(scitation.org\)](https://www.scitation.org)

**"Experiments in Creativity."** *Science*, October 16, 2020,  
<https://science.sciencemag.org/content/370/6514/301.abstract>

**"Science on the Small Screen, Retro Style,"** *Scientific American*, September 3, 2020,  
<https://www.scientificamerican.com/article/science-on-the-small-screen-retro-style/>

**"Bradbury: Beyond Apollo,"** *Science*, August 18 2020,  
<https://blogs.sciencemag.org/books/2020/08/18/bradbury-beyond-apollo/>

**"Willy Ley: Prophet of Space,"** *H-Net*, July 2020, <https://networks.h-net.org/node/19397/reviews/6227378/ockert-buss-willy-ley-prophet-space-age>

**"The Case of Continental Classroom,"** *Distillations*, March 29, 2019,  
<https://www.sciencehistory.org/distillations/blog/the-case-of-continental-classroom>

**"Private Lives in Public Places: TMI Online,"** *The Science and Entertainment Exchange*, July 2018, <http://scienceandentertainmentexchange.org/blog/private-lives-in-public-places-tmi-online/>

**"Science Television in the Age of Sputnik,"** *Physics Today*, September 22, 2017,  
<http://physicstoday.scitation.org/doi/10.1063/PT.6.4.20170922a/full/>

**"Science Reads for the summer of '17,"** *Science*, Summer 2017,  
<https://www.science.org/doi/10.1126/science.aan3690>

**"A March Through Time: Historical Perspective on the March for Science,"** *The Bulletin of the Atomic Scientists*, April 15, 2017, <http://thebulletin.org/march-through-time-historical-perspective-march-science10711>

**"Bridging the Nuclear Divide,"** *TERRA Magazine*, October 31, 2011,  
<http://terra.oregonstate.edu/2011/10/bridging-the-nuclear-divide/>

**"Chasing the Canine Connection,"** *TERRA Magazine*, November 16, 2011,  
<http://terra.oregonstate.edu/2011/11/chasing-the-canine-connection/>

"From Concert Hall to Lecture Hall," *TERRA Magazine*, March 18, 2012.  
<https://terra.oregonstate.edu/2012/03/from-concert-hall-to-lecture-hall/>

"Just Cook It," *TERRA Magazine*, January 11, 2012.  
<https://terra.oregonstate.edu/2012/01/just-cook-it/>

For Lawrence Berkeley National Laboratory: Workforce Development and Education

"Diving into fresh waters: WD&E's summer interns discover new research areas,"  
[September 2022](#)

"Storytelling with a mission: WD&E specialist explores the untold experiences of STEM students and professionals during COVID-19," [August 2022](#)

"WD&E STEM Specialist shares insights during STEM Panel," [July 2022](#)

"SULI Intern Featured in DOE Summer Science Series," [June 2022](#)

"Sharing Knowledge: Recapping WD&E's Spring 2022 Poster Session," [May 2022](#)

"Celebrating the DOE's Office of Science's Office of Workforce Development for Teachers and Scientists (WDTs)," [March 2022](#)

"The real-world impacts of basic research," [January 2022](#)

"SOARING to new heights," [September 2021](#)

"Investigating a future in STEM: Recapping WD&E's 2021 Summer Poster Session,"  
[August 2021](#)

"MLEF interns dig into geoscientific research," [August 2021](#)

"2019 and 2020 Outstanding Mentor Award," [August 2021](#)

"Communicating the Future: the 2021 SciPep Conference," [August 2021](#)

"Sharing GEMS of wisdom," [August 2021](#)

"Virtual GEM visit forges connections," [July 2021](#)

"Mapping Galaxies of Possibility," [June 2021](#)

"Solutions for Positive Change," [May 2021](#)