



MEGAN MCGRATH

SCIENCE COMMUNICATOR | CONTENT PRODUCER
PROJECT FACILITATOR | CUSTOMER SUPPORT LIAISON

CONTACT

Address

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Website

<http://mammal.fish>

EDUCATION

BS - Biology

Brandeis University | Waltham, MA
2008 - 2012

MA - Animal Behavior & Conservation

Hunter College | New York, NY
2012 - 2019 | *Magna cum laude*

SKILLS

- Project Management & Operations Design
- Science Communication & Teaching
- Customer Experience & Brand Loyalty
- Research, Writing, & Editing
- Media Production
- Community Engagement
- Data-Driven Analysis
- Relationship Building
- Problem Solving



SUMMARY

I am a naturalist writer and educator, content producer, editor, science researcher, and fine artist with over 15 years of experience in media, academic laboratories, journalism, and classrooms. I specialize in creating original research, writing, art, and experiences that get people in touch with the natural world—and helping other creators do the same.



WORK EXPERIENCE

Online Experiences Host & Moderator

Atlas Obscura | Remote | 2021 - Present

- Designed, scripted, published, and taught all original content and marketing materials for online experience framed as "part science class and part art class," focused on using drawing to study the natural world
- Led experiences for over 600 participants, yielding over \$10,500 in revenue and an average NPS of 48
- Provide Zoom moderation, including host assistance, setting participant expectations, and solving unforeseen problems as public-facing company representative for Atlas Obscura's suite of online experiences, lectures, and seminars

Course Coordinator

Atlas Obscura | Remote | 2021 - 2022 (staff reductions)

- Provided stellar Guest Experiences support with "surprisingly refreshing and so very kind" responses to thousands of inquiries
- Spearheaded and managed new operations processes resulting in increased outward-facing clarity, equity, improved optics, a 76% reduction in customer inquiries, and optimal team productivity during record high earnings quarter

Researcher

Reiss Lab of Dolphin Cognition & Communication | 2012 - 2019

- Autonomously designed and executed independent research projects focusing on the behavior and cognition of bottlenose dolphins at the National Aquarium in Baltimore
- Collaborated on projects with scientists and marine mammal training staff
- Coordinated and performed data collection & analysis as part of an inter-city research team
- Literature review, data management, statistical analysis, research design, writing, editing, and teamwork

Mammal/Fish Arts

Sole Proprietor | Remote | 2019 - Present

- Fine artist and science illustrator in watercolor, graphite, and ink. Selected works [here](#).
- Intimate attention to detail and client needs, including original paintings, drawings, tattoo design, and value-added products such as postcard and t-shirt design
- Online store web design and management, order fulfillment, customer service and interfacing, and small-scale business management
- Collaborate with conservation NGOs to leverage opportunities for arts-based fundraising

TECHNOLOGY

- Microsoft Office
- Google Suite
- Adobe Creative Suite
- Zoom
- Wordpress
- Eventbrite
- Mailchimp
- Asana
- Slack
- HTML
- CMS Tools

CERTIFICATIONS

Marine Naturalist Certification

Salish Sea Assn of Marine Naturalists, 2019

SeaBASS Marine BioAcoustics

University of New Hampshire, 2014

Open Water SCUBA Diver

Scuba Schools International, 2001

VOLUNTEER WORK

The National Aquarium

Research Assistant, 2014 - 2019

Southwest Baltimore Charter School

Guest Teacher, November 2018

Centro Universitario Jorge Amado

Guest Lecturer, August 2013

REFERENCES

Zak Martellucci

Operations Manager

Atlas Obscura

✉ zak.martellucci@atlasobscura.com

Annie Agnone

Director of Courses

Atlas Obscura

✉ annie.agnone@atlasobscura.com



WORK EXPERIENCE CONTINUED

Science Editor & Content Producer

Freelance Contractor | Remote | 2012 - Present

- Editor specializing in science communication across diverse media
- Experience editing and producing popular science books, grant proposals, articles for journal publication, blogs, and audio for radio and podcasts
- Proficient at catering to a variety of audiences and client budgets

Cocktail Bartender

Your friendly neighborhood watering hole | Baltimore, MD | 2013 - 2019

- Steady, attentive, exemplary customer service and showmanship in high-stress, high-production fine dining and cocktail bars
- Scrupulous attention to detail, problem solving, and conflict resolution skills
- Inspired brand loyalty and repeat patronage with unfailing kindness and good humor

Co-Founder & Producer

Baltimore Sound Society | Baltimore, MD | 2016 - 2018

- Founded and managed a collaborative audio production group focused on Baltimore local interest
- Built all aspects of project management, concept creation, scripting, editing, voicing, research, production, and reporting
- Identified opportunities and managed partnerships with local stakeholders and nonprofits to produce branded content

AAAS Mass Media Fellow

AAAS & Voice of America | Washington, DC | 2013

- Researched and produced of-the-moment radio pieces focusing on new scientific findings for worldwide broadcast
- Executed all aspects of story design, interviews, writing, voicing, audio editing to output multiple stories per week



SELECTED PUBLICATIONS

WRITER

- 'Succulent Plants' & 'Camels' Humps Make Them Even Thirstier': Short pieces for *Wild Life* by Atlas Obscura (In Press)
- ['Whale Science Heard Round the World'](#): Conference report for *Spyhopper* American Cetacean Society Newsletter (2021)

EDITOR

- Ramos *et al.* (2021). Lords of the Rings: Mud ring feeding by bottlenose dolphins in a Caribbean estuary revealed from sea, air, and space. *Marine Mammal Science*, Aug. 2021.
- [Why Are We Here?: The Story of the Origin, Evolution, and Future of Life on Our Planet](#) (Popular science book, 2019)

RESEARCHER

- [Dolphins in Space](#): *Quantifying the Relative Positions of Bottlenose Dolphins* (*Tursiops truncatus*) (Master's thesis, 2019)
- McGrath, M., & Ramos, E. A. (2014). A comparison of bottlenose dolphin (*Tursiops truncatus*) vocalizations in two habitats using two acoustic monitoring methods in Turneffe Atoll, Belize. [Poster presentation]. SeaBASS BioAcoustic Summer School

AUDIO PRODUCER

- [The Book Thing](#), produced with the Baltimore Sound Society for the Marc Steiner Show (2016)
- [Researchers Record Iceberg Breaking Loud as an Earthquake](#): Research report & accompanying audio broadcast ([listen here](#)) for Voice of America (2013)