

ANDREA LLOYD

Public Relations | Science Communication | Media Studies

RELEVANT WORK

Communication Virtual Intern

NASA Langley Research Center | June 2020–September 2020

- Interviewed NASA workers' experiences while transitioning to virtual work during the current coronavirus pandemic
- Wrote various stories on scientific and technical topics about COVID's impact
- Worked to update 10 tour stop descriptions for on-site Langley Tour
- Researched pandemic patient numbers on a national, state, and local level
- Original on-site internship changed to virtual internship due to pandemic
- Member of the first cohort of virtual internships at NASA

Marketing Teaching Assistant

Dept of Marketing at The University of Texas | August 2019–present

- Grading assignments, projects, & tests for nine classes over four semesters (about 265 students)
- Holding consistent office hours to help students understand material & review assignments
- Maintained web courses on Canvas, a digital instruction platform
- Consistently provide feedback on assignments before established deadlines
- Continuing to build upon skills learned as an undergraduate TA

Communication & Digital Media Specialist Intern

NASA Langley Research Center | January 2019–July 2019

- Contributed to strategic plans for events & social media highlighting the Apollo-era NASA Langley
- Organized & attended several outreach events for non-academic public audiences focused in explaining NASA Langley's role in the Apollo program
- Helped create & support relationships with media & community partners
- Created a community & media kit with over 500 photos, documents, & other Apollo 50th relevant resources
- Wrote longform feature articles & fact sheets on both scientific & historical topics like Apollo program, MAVEN, GLOBE, & soft robotics
- Created several Instagram, Twitter, & Facebook posts & stories for the NASA Langley social media
- Curated "Ice Bucket Challenge" & "Fokker Crash Test" NASA Agency Snapchat & Facebook story
- Helped with the State of the Agency NASA Social where Jim Bridenstine announced return to lunar surface by 2024 plans

Communications Volunteer

The Urban Interface | August 2017–February 2019

- Lead communications interns & staff in social media & blog management
- Presented avian & reptile ambassadors at public programs, events, & conferences across Texas
- Designed & implemented strategic communications plans, tactics, & methods to streamline processes and increase reach
- Wrote several longform blog post pieces & organizational newsletters on environmental topics
- Lead efforts to connect with public audiences by creating & sharing relevant content on social media platforms

IN A NUTSHELL

- 11 months as a Communications Intern at NASA Langley Research Center
- 4+ years relevant experience in Public Relations, Science Communications, & Social Media Management
- Certified in Strategic Communications & Professional Writing

EDUCATION

University of Texas in Austin, Texas

Master of Arts in Advertising

May 2021

- Advisor: Gary Wilcox, Ph. D.
- Thesis Advisor: Anthony Dudo, Ph. D.

Texas A&M University in College Station, Texas

Bachelor of Science in Telecommunication Media Studies

December 2018

- Strategic Communications Certificate
- Professional Writing Certificate
- Minor in English

CORE COMPETENCIES

- Communication and Media Relations Strategy
- PR/Media Outreach
- Communication Plans
- Message Development
- Event Planning
- Public Speaking
- *Other Skills:* Social Media, Photography, Writing & Editing
- *Software:* Microsoft Office, Google Drive, Sharepoint, Cision Media Software

OTHER

- Finance Officer, Advertising Graduate Council, March 2020–May 2021
- Social Chair, Science & Technology Comm Lab, September 2019–May 2021
- Mentored by NASA Langley Newschief April Phillips during internships
- Worked often with Outreach Specialist Dustin Hitt during internships
- Thesis focused on NASA Public Engagement during Apollo & Artemis era
- Achieved LinkedIn Learning Photography Certificate
- Currently expanding skills in Adobe Suite

CONTACT DETAILS

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Portfolio: www.acloyd00.wixsite.com/portfolio

LinkedIn: [@andrea-lloyd](https://www.linkedin.com/in/andrea-lloyd)

BEYOND ONE PIECE OF PAPER...

More experiences and projects can be found in my online portfolio. Also, all public-facing pieces I have written are located under the "Skills" folder.