

ANDREA LLOYD

Public Relations | Science Communication | Media Studies

WORK & INTERNSHIPS

Graduate Teaching Assistant

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

- Assisting in grading assignments, projects, & tests for 130 students
- Holding consistent office hours to help students understand material & review assignments
- Continuing to build upon skills learned as an undergraduate TA

Contributing Science Writer

Let's Get Sciencey | February 2019–present

- Writing several monthly articles both highlighting & explaining a variety of science, technology, engineering, & math related topics

Communication & Digital Media Specialist Intern

NASA Langley Research Center | January 2019–July 2019

- Helped create & support relationships with media & community partners
- Created a community & media packet with over 500 photos, documents, and other resources
- Wrote longform articles & fact sheets on scientific & historical topics like Apollo program, MAVEN, GLOBE, and soft robotics
- Contributed to strategic plans for events & social media highlighting the Apollo-era Langley
- Helped with #NASASocial for Jim Bridenstine's "Moon to Mars" announcement
- Organized & attended several outreach events for non-academic public audiences focused in explaining NASA Langley's role in the Apollo program
- Curated several Instagram stories, Instagram posts, Twitter posts, & Facebook posts for the NASA Langley social media accounts as well as Agency Stories

Student Assistant to Dr. Bonnie J. Dunbar

Dept of Aerospace Engineering at Texas A&M | May 2018–December 2018

- Designed materials for sponsorship packages for the 2019 Planetary Congress using Adobe InDesign
- Created business contact lists for the Baytown and Houston areas and Texas university systems
- Maintained the Texas A&M Institute for Engineering Education and Innovation's Wordpress website

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
- 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

- 7 months as a Public Relations Intern at NASA Langley Research Center
- 10 months as a Contributing Science Writer for Let's Get Science-y
- 4+ years volunteer & relevant experience in Public Relations & Social Media Management
- Certified in Strategic Communications & Professional Writing
- Pursuing Master of Arts in Advertising

EDUCATION

University of Texas in Austin, Texas

Master of Arts in Advertising, August 2019–Present

- Adviser: Dr. Gary Wilcox, Ph. D.
- Center of Media Engagement
 - Science & Technology Communications Lab (Dr. Anthony Dudo)

Texas A&M University in College Station, Texas

Bachelor of Science in Telecommunication Media Studies, August 2015–December 2018

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

CONTACT DETAILS

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Portfolio: www.aclloyd9.wixsite.com/portfolio

Social Media: @learnloudly

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REFERENCES

- Alessandro Gabbi, Ph. D., Marketing Professor at the University of Texas
 - alex.gabbi@mcombs.utexas.edu
 - 512-633-1193
- April Phillips, News Chief at NASA Langley Research Center
 - april.k.phillips@nasa.gov
 - 757-864-9912
- Bonnie J. Dunbar, Aerospace Engineering Professor at Texas A&M University
 - bjdunbar@tamu.edu
 - 979-255-3064
- Corey Batson, Executive Director at The Urban Interface
 - cbatson@theurbaninterface.com
 - 979-255-3064

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More work and volunteer experience can be found in my online portfolio and Linked-in. All public-facing pieces I have written on the Resume page under "What have I published" or "Publications & News."