

# MICHELLE BABCOCK

Science Communicator  
& Media Specialist

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## Skills

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## Experience



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### Georgia Tech Earth and Atmospheric Science / Media Expert

FEBRUARY 2019 - PRESENT, ATLANTA, GA

Web design, media relations, blog writing, and social media management for NASA-funded astrobiology teams, including: Icefin, Oceans Across Space and Time (OAST), Ross Ice Shelf and Europa Underwater Probe (RISE UP), and Melting at Thwaites grounding zone and its control on sea level (MELT), and NASA's Network for Life Detection (NfoLD).



### Media By Michelle LLC / Owner, Multimedia Expert

SEPTEMBER 2016 - PRESENT, METRO ATLANTA, GA

Web design, social media marketing and branding, SEO content, marketing video production and publishing, ghostwriting (blogs, manuscripts), Facebook Business optimization, online ads, and graphic design.



### Northwest Exterminating Company / Online Marketing Specialist

SEPTEMBER 2015 - OCTOBER 2016, MARIETTA, GA

Social media strategies design, social media management, email campaigns, analyzed engagement and SEO, created original online content (video, graphic design, photos, blogs), print marketing materials.



### Marietta Daily Journal/Cherokee Tribune / Reporter

MAY 2013 - AUGUST 2015, METRO ATLANTA, GA

Earned 19 statewide awards (from Associated Press and GPA) for writing and photography, wrote 2-5 stories for daily newspaper, received Associated Press awards for Public Service and News Story of the Year.



### The Sentinel, Kennesaw State University / Editor

JULY 2011 - DECEMBER 2012, KENNESAW, GA

News and Photo Editor for weekly newspaper, earned awards for News Story of the Year and Best News Photograph, managed writing staff.

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## Education



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**Georgia Institute of Technology / Earth and Atmospheric Sciences**  
2017 - PRESENT, ATLANTA, GA

Will graduate in Summer 2021 with a B.S. in Earth and Atmospheric Sciences with a focus on astrophysics and space sciences. Earned Faculty Honors for a 4.0 GPA with 14 credit hours in Spring 2020, while also working full time. Hired by EAS Associate Professor Dr. Britney Schmidt as part of the NASA-funded OAST grant.



**Kennesaw State University / B.S. Communication**  
2009 - 2012, KENNESAW, GA

Earned B.S. in Communication in 2012 with a concentration in Journalism and Social Media. Presented undergraduate research on Communication and Journalism.

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## Awards and Accomplishments



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**Winner of the Georgia Tech Carbon Reduction Challenge**, with the largest CO2 emissions reduction of any winning team to ever participate in the challenge.

Earned **21 statewide awards from Associated Press and Georgia Press Association** for excellence in writing and reporting, including awards for business writing, education reporting, news coverage, and photography.

Presented with the **Community Service Award** by Associated Press, one of the highest honors awarded by the international press community.

Created an innovative media and science communication business, successfully **creating my own full-time career** since 2016.

Ghost-wrote a nonfiction manuscript for one of America's top real estate brokerage teams, which went on to become an **Amazon Bestseller in the business and real estate category**.