

LAUREN LEESE

leese.lauren.e@gmail.com | +1 (512) 897-3645

EDUCATION

Mount Holyoke College | South Hadley, MA | August 2019–May 2023 | **GPA: 4.0**
Bachelor of Arts in English and Astronomy, *summa cum laude*

Awards and Honors: Phi Beta Kappa. Mount Holyoke College 21st Century Scholarship, for an outstanding record of scholarship, co-curricular achievement, and leadership potential. Sarah Williston Scholar Prize 2021, 2022 and 2023, awarded for academic excellence to the top 1% of students in sophomore, junior and senior years.

Clubs & Organizations: NASA PAXC (Promoting Agency Cross-Connections) Center Communications Liaison (Sept 2023–Dec 2023). Four-year member of the Mount Holyoke varsity Swimming and Diving team (Aug 2019–May 2023). Co-founder and president of creative writing club Write Here, Write Now (Sep 2019–May 2023). Sports Writer and Copyeditor, Mount Holyoke News student newspaper (Sep 2019–May 2023).

EXPERIENCE

NASA Science Data Web Content Strategist

Science Systems and Applications, Inc. (Jan 2024–Present). 40 hrs/wk

- Coordinating NASA Office of the Chief Science Data Officer (OCSDO) web presence with the science.nasa.gov Wordpress content management system (CMS) and Adobe Digital Asset Management (DAM).
- Coordinating and writing web content for NASA's Science Data Portal (science.data.nasa.gov) with Drupal CMS, including for the launch of a redesigned version of the site, resulting in a 75% traffic increase to date.
- Writing SEO-friendly web feature articles showcasing NASA open science (8 publications to date).
- Analyzing web metrics in Google Analytics, Parse.ly, and Looker Studio to present to leadership quarterly.
- Wrote and curated content for the launch of NASA's Planetary Data Ecosystem (planetary.data.nasa.gov), including building custom web components using HTML and CSS.
- Wrote SEO-friendly copy for 68 Earth science topic pages on NASA's EarthData website.

Communications and Outreach Intern for AI and Machine Learning Efforts at NASA

National Aeronautics and Space Administration Glenn Research Center (Aug–Dec 2023). 40 hrs/wk

- Managed and created content for NASA AI/Machine Learning Sharepoint site, contributing 7 original blog posts.
- Assisted with 26 tours and outreach events for the NASA GRC Graphics and Visualization Lab.
- Curated and sent 4 editions of the NASA AI/Machine Learning monthly newsletter.

Research Experience for Undergraduates | LSU Dept. of Physics and Astronomy (May–July 2022). 40 hrs/wk

- Worked with Prof. Tabetta Boyajian measuring the angular diameters of six retired A stars for exoplanet research.
- Continued research to write a senior thesis in astronomy and presented full findings in three public talks.

Web Design Intern | Dreaming Spires Home Learning, Inc. (June–Aug 2021). 20 hrs/wk

- Redesigned website for international online tutorial company using HTML and CSS.
- Set up Mailchimp newsletter and integration with website.

Freelance Editor and Ebook Formatter (July 2018–Dec 2023). 3 to 15 hrs/wk

- Copyedited and critiqued manuscripts ranging from picture books to adult fiction (200+ projects).
- Formatted client manuscripts for ebook and print-on-demand PDF with Vellum software (150+ projects).

SKILLS

AP style, Chicago Manual of Style, and NASA stylebook editing | Newsletter management in Mailchimp, Beehiiv, and Substack | Journalistic writing | Science copywriting | Facebook, Instagram, Twitter/X, and TikTok content creation | Photo editing in Affinity Photo and Photoshop | Graphic design in Canva | Video editing in Davinci Resolve and CapCut | Shopify | Microsoft Office suite | Conversational level Spanish.