

# ALYAH M. WEINSTEIN

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## MARKETING STRATEGIST | SCIENTIST | WRITER

### RELEVANT EXPERIENCE

#### FIELD APPLICATION SCIENTIST • TACONIC BIOSCIENCES • RENSSELAER, NY (REMOTE - BOSTON) • JULY 2021-PRESENT

- Consult with scientists, staff, and procurement teams (i.e. B2B and B2C) working in the commercial and non-profit sectors in New England and Eastern Canada to help with selection of the appropriate preclinical model(s) and experimental design
- Manage collaborations between Taconic and external scientists to propel our understanding of various animal models and their applications in preclinical research
- Marketing lead on the Field Application Scientist team. Write blog posts for Taconic's blog; develop/monitor marketing metrics to measure success of content for brand awareness and lead gen; develop and execute a customer-centric event marketing strategy; write social media posts for Taconic's Twitter and LinkedIn
- Support the customer-facing team reorganization through strategic planning in conjunction with Taconic's leadership team. Determine best practices for generating innovative ideas to improve communication between teams in support of Taconic's mission. Plan the yearly training meeting for customer-facing (sales, marketing, customer experience, and subject matter expert) teams.

#### B2B MARKETING ASSISTANT (PART-TIME) • TABLETOPIA LLC • REMOTE • DECEMBER 2021-MARCH 2022

- Populate the B2B marketing funnel through owned (LinkedIn) and paid (Facebook) channels targeting HR professionals, learning and development professionals, and business executives. Grew page visits to LinkedIn by 19% and search appearances by 57% in the first month. Facebook Ads campaign for awareness reached >23K individuals and generated >125 link clicks in first two weeks.

#### MARKETING AND COMMUNICATIONS MANAGER II • ADDGENE • WATERTOWN, MA • JANUARY 2021-JULY 2021

#### MARKETING AND COMMUNICATIONS MANAGER • ADDGENE • WATERTOWN, MA • NOVEMBER 2018-DECEMBER 2020

- Manage Addgene's paid marketing strategy which grew by >75% YOY from 2019 to 2020. Educate potential and existing customers about Addgene's materials and services through display ads, editorial content, blog posts, and more. Speak about Addgene via workshops, panel discussions, webinars, and scientific conferences.
- Own Addgene's virtual event marketing strategy. Collaborate with Marketing and Business Development teams to decide which events to exhibit at. Select the products to advertise at each event, design new marketing materials as needed, and coordinate booth staffing and training. Send post-event engagement emails for lead nurture (46% open rate).
- Write marketing copy, blog content, and landing pages for Addgene's website. Customize content for audiences with different levels of scientific knowledge. Optimize content for SEO based on search keyword analysis.
- Co-founded Addgene's Diversity, Equity, and Inclusion Committee. Facilitated monthly committee meetings, which involved ~10% of employees, including goal setting, project planning, and discussions on current events. Led two DEI Discussion Group meetings, with ~20% of the company attending each event. Advise HR and Leadership on improvements to company policy; publish articles about DEI on the internal company blog.
- Advocated for diverse hiring on our marketing team by recruiting and mentoring a Project Onramp intern remotely in 2020. Additionally, managed several part-time marketing assistants and other interns, and a full-time marketing content coordinator.
- As part of Addgene's Data Team, built business intelligence dashboards using Google Data Studio to display key marketing metrics to internal stakeholders. Create and manage two dashboards, focused on advertising and web traffic. Check dashboards at least weekly to inform continual improvement of marketing strategy.

**SOCIAL MEDIA MGR. | CHIEF BRAND OFFICER • LETTERS TO A PRE-SCIENTIST • REMOTE/AMHERST, MA • SEPTEMBER 2016-AUGUST 2019**

- Grew our social media community of scientists, educators, and supporters by 5x over two years on Facebook, Twitter, Instagram, LinkedIn, and Pinterest to receive 1800 monthly impressions on the blog, 20K monthly impressions on Twitter, and 4.4K monthly impressions on Facebook.
- Solicited and edited 15 blog posts per year from scientists, teachers, and executive team members.
- Executed marketing strategy around fundraising, recruitment, and surveying of over 700 scientist pen pals by creating social media posts, email campaigns, and flyers.
- Designed promotional materials such as apparel and stickers, which reached over 1,700 individuals.
- Wrote a bi-monthly newsletter reaching our broader community of over 4,000 supporters, including scientists, science teachers, and donors, which consistently obtained a 65-85% open rate.
- As Chief Brand Officer, managed a remote social media manager and collaborated to execute campaigns.

**SCIENTIFIC CONTENT WRITER • SELF-EMPLOYED • REMOTE • JANUARY 2014-JULY 2021**

- Author educational and marketing content about biomedical research advances, research materials, and career development for scientists for clients in the life science industry.

**GRADUATE STUDENT RESEARCHER • UNIVERSITY OF PITTSBURGH SCHOOL OF MEDICINE • PITTSBURGH, PA • AUGUST 2013-MAY 2018**

- Earned a PhD in immunology, with a focus on preclinical and translational immuno-oncology research.
- Wrote and edited five original research articles, one review article, and one book chapter. Prepared slide decks and posters to present as an invited speaker at over a dozen national and international meetings.
- Secured funding from the Embassy of France in the U.S. to spend 6 months in Paris, France working on a collaborative project with a team of basic researchers and medical fellows.

## EDUCATION

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**PHD • APRIL 2018 • UNIVERSITY OF PITTSBURGH • PITTSBURGH, PA**

IMMUNOLOGY | ASSOCIATE CERTIFICATION IN STEM TEACHING

**BA • MAY 2012 • RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY • NEW BRUNSWICK, NJ**

MOLECULAR BIOLOGY AND BIOCHEMISTRY | FRENCH LITERATURE

## CERTIFICATIONS

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**ACCESSIBLE DOCUMENTS: WORD, POWERPOINT, & ADOBE ACROBAT | UNIVERSITY OF UTAH | MAY 2021**

**GOOGLE ADS FUNDAMENTALS | GOOGLE | DECEMBER 2018**

**GOOGLE ANALYTICS IQ | GOOGLE | DECEMBER 2018**

## VOLUNTEER WORK

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**WOMEN IN THE ENTERPRISE OF SCIENCE & TECHNOLOGY | MARKETING COMMITTEE (ADVISORY BOARD) | JULY 2020 (SEPT 2021)-PRESENT**

**GENIUS GAMES | LEAD EDITOR, SCIENCE BEHIND GENOTYPE AND SCIENCE BEHIND CELLULOSE | MARCH 2020, MAY 2021**

**LETTERS TO A PRE-SCIENTIST | ADVISORY BOARD MEMBER | FEBRUARY 2018-PRESENT**

## PROFESSIONAL MEMBERSHIPS

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**SHE GEEKS OUT: NOVEMBER 2019-PRESENT**

**ELLEVATE: MAY 2019-PRESENT**

**TOGETHER IN DIGITAL: FEBRUARY 2019-FEBRUARY 2020**