

Tevah Platt

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Executive summary

An experienced writer with a background in journalism and academics specializes in delivering *clear, creative and nuanced* material across diverse platforms and audiences—spanning news, communications research, and health and science writing for the general public.

Supporting skills make me a utility player across communications media and platforms: web content writing and basic development; whiteboard animation; social media campaign content creation, management and analysis; blogging; graphic design, and e-marketing. More than 15 years of experience in the fields of journalism, communications, social media engagement and institutional advancement in higher education.

Key strengths

Empathy, versatility and creativity to create nuanced content in service of project goals.

Experience

Research Specialist Senior, U-M School of Public Health, Life Sciences & Society

2010-present

- **Community and social media engagement:**
 - Execute the community engagement goals of a grant to conduct and evaluate various forms of statewide outreach raising awareness of Michigan's newborn screening and biobanking programs.
 - Managed Facebook account with a growing audience of more than 9,000. Developed strategy, executed, and tracked audience and performance of two Facebook ad campaigns reaching >2million. (View content at facebook.com/mybloodspot)
 - Developed the Wordpress website mybloodspot.org.
 - Created multi-media content for the campaigns, including graphic illustrations; banners and brochures; photographs of students and faculty recruited at U-M SPH, and whiteboard videos.
- **Community and social media engagement research:**
 - First-authored the *Journal of Community Genetics* articles "Engaging a State: Facebook Comments on a Large Population Biobank (in production, 2017), and "Cool! and Creepy": Engaging with College Student Stakeholders in Michigan's Biobank (2014)" (ranked by Altmetrics among the top 5% of scholarly articles for generating "buzz") and "Facebook Advertising across an Engagement Spectrum: A Case Example for Public Health Communication" for *JMIR Public Health Surveillance* (2016).
 - Co-authored an analysis of our first Facebook campaign, "Born in Michigan? You're in the Biobank: Engaging Population Biobank Participants through Facebook Advertisements (2013) in *Public Health Genomics*.
 - Additional research publications are listed at www.researchgate.net/profile/Tevah_Platt/publications.
- **Genomics blog:**
 - Created a Wordpress blog about genetics for a popular audience (2011): genedoe.wordpress.com. A viral post was viewed by ~90,000 in 2011 and the blog continues to be viewed by ~10,000 visitors per year.
- **Internal Communications and Service:**
 - Created the web site (elsilhs.org), program, and other communications materials for UM's inaugural symposium on the Ethical, Legal and Social Implications of Learning Health Systems (2016).
 - Created white-board animated videos on the topics of health information sharing; the life cycle of health data; newborn screening and biobanking; innovation at the UM School of Public Health; the Healthy Minds Network survey assessing college student mental health, and others.

- Helped to draft the school's "Vision 2035" statement.
- Created videos, figures, posters, and slides for publications and conference presentations to be used by collaborators and university colleagues; co-authored grant proposals; served as a staff liaison to assist in the writing, editing and production of our lab's 2011 "Priorities for Public Health Genomics Stakeholder Consultation Report" for the CDC.

Newspaper Journalist, Staten Island Advance

2005-2010

- **Reporting:**
 - Served the mid-sized newspaper as a general assignment reporter writing community stories on all topics from arts and education to business, politics and crime.
 - Helped develop and create a weekly front section focusing on stories of local relevance
 - Contributed photos and news video features.
 - Won first-place award from the New York Association of Black Journalists in 2008 for my news series, "Warlord on Trial," featuring Staten Island's West African communities.
- **Teaching and service:**
 - Taught "Magazine and Feature Writing" at Wagner College, overseeing the creation and maintenance of a class feature writing blog on entertainment in New York City.
 - Volunteered to conduct writing, reporting, and career workshops for kids and teens interested in journalism.

Institutional Advancement, Bank Street and Wagner Colleges

2000-2005

- **Development Officer for Donor Relations (Wagner College)**
- **Assistant Director of Alumni Relations (Wagner College)**
- **Prospect researcher (Bank Street and Wagner Colleges)**

Education

Continuing education

2003 - ongoing

I completed a certificate program that taught e-marketing competencies for businesses and non-profits across a variety of social media (Facebook, Twitter, LinkedIn, and management tools), and included training in Drupal, Adobe Illustrator and Photoshop at Washtenaw Community College (2012). I took a full course in Adobe Illustrator at WCC in 2010. Additional non-degree, post-graduate course work includes Gamification (verified certificate, 2011) from Coursera (University of Pennsylvania); "Newspaper Editing and Design," "Introduction to Journalism," Wagner College, and "Writing Children's Fiction," The New School.

Master's degree in U.S. History, City University of New York

2003

Robert E. Gillece Fellowship (1999-2003) and the Hearst Philanthropic Research Award (2001).

Bachelor's degree in European History, UC Santa Cruz

1997

Graduated with highest honors.