

MELISSA LAU

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EDUCATION

University of California, San Diego | 2009 - 2016

PhD in Neurosciences

Massachusetts Institute of Technology | 2005 - 2009

BS in Brain and Cognitive Sciences, Minor in Biology

EXPERIENCE

Digital Communications Specialist | UCSF | 2017 - Present

- Creating and curating digital content for the Department of Neurological Surgery, including articles, newsletters, video, photography, and graphics.
- Managing social media strategy, content production, monitoring, and analysis across the Department's channels, after coordinating their launch in 2017.
- Designed and launched 10 of the Department websites (e.g. UCSF Brain Tumor Center).

Contributing Writer & Social Media | Benchling | 2014 - 2018

- Enhancing brand reputation by managing social media content & campaigns, resulting in a 20-fold increase in followers in less than four years.
- Establishing thought leadership and increasing customer engagement by writing a blog series for molecular biologists.

Book Co-Author | Yale University Press | 2016 - 2017

- Contributed to "Think Tank: Forty Neuroscientists Explore the Biological Roots of Human Experience." Written for the general public, this book highlights neuroscience principles as a way to explore and understand the human experience.
- Published in 2018.

AAAS Mass Media Fellow | HHMI's Tangled Bank Studios | 2015

- Wrote and edited film proposals to develop engaging, accurate documentaries that share important scientific discoveries and ideas.
- Researched film topics, creating an extensive database of academic literature and scientific experts to ensure each documentary's accuracy.
- Collaborated with producers to shape the editorial direction for both the films and their accompanying promotional materials.

AWARDS

AAAS Mass Media Science & Engineering Fellowship | 2015

"How We Get To Next" Student Writing Competition | 2015

1 of 5 winners selected for publication; notable judges included Ed Yong.

National Science Foundation Graduate Research Fellowship | 2010 - 2013

RESEARCH

UCSD | Hollis Cline Lab | 2010 - 2016

Lau ML, Li J, Cline HT. (2017) *In vivo* analysis of the neurovascular niche in the *Xenopus* brain. *eNeuro* 4(4): pii: ENEURO.0030-17.2017.

MIT | Jacqueline Lees Lab | 2006 - 2009

Sansam CL, Cruz NM, Danielian PS, Amsterdam A, Lau ML, Hopkins N, Lees JA. (2010) A vertebrate gene, *ticrr*, is an essential checkpoint and replication regulator. *Genes Dev* 24(2):183-94.