

# Bradley Alff

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## EDUCATION

University of North Carolina at Chapel Hill (UNC), Highest Honors  
Bachelor of Arts in Biology, Creative Writing minor, May 2015  
Cum Laude with Distinction

**Exchange Student:** Universidad San Francisco de Quito, Ecuador, Fall 2013

## HONORS AND AWARDS

Finalist for the 2017 Evolution Film Festival, Portland, OR  
Received the 2015 Suzanne Bolch Travel Writing Grant, \$3,500  
Biology Honors Thesis “Understanding Rattle Evolution, a Phylogenetic Approach” awarded Highest Honors  
Creative Writing Honors Thesis “Drift, Fence” awarded Honors  
Salutatorian and Vice-President of Forestview High School, Class of 2011

## RELEVANT EXPERIENCE

**UNC Institute for Global Health & Infectious Diseases** • *Features Writer*, October 2015-present

- Write accessible and engaging feature stories on current health research going on across UNC that consistently attract double and triple the readership of the average story shared across our platforms
- Interview and report on the research conducted by UNC IGHID researchers, UNC physicians and nurses, and community health organizers working in North Carolina and all over the world
- Contribute photographic media to articles and assist with the Institute’s website and social media

**The North Carolina Museum of Natural Sciences** • *Educational Events Specialist*, November 2015-present

- Work with a small team to design the largest annual science events in the state, including events such as BugFest and Astronomy Days that garner international media coverage and tens of thousands of visitors
- Write promotional content for press releases, museum website, social media, and newsletters
- Work collaboratively with a team of educators, graphic designers, community engagement specialists, and other museum staff to organize every aspect of the museum’s large-scale educational events
- Increased annual event budget by more than \$12,000 through writing and receiving grants

**Pfennig Lab, UNC-CH** • *Independent Researcher*, January 2013-August 2015

- Self-designed a novel phylogenetic method for understanding the evolution of the rattlesnake rattle and carried out research in zoos across 5 US states to test hypothesis, supported by a grant from the National Science Foundation
- Lead authored the paper "Behavioral plasticity and the origins of novelty: the evolution of the rattlesnake rattle," published in *The American Naturalist*, whose findings were later highlighted by publications including *The New Scientist*, *Science News* and *Planet Experts*

**Environmental Law Internship, UNC-CH** • *Research Assistant*, May 2014-August 2014

- Researched Filipino property law to compile the first working case-file of flood map determination in the Philippines in order to better understand the legal implications of climate change in Southeast Asia
- Trained in case file research, including the use of LexisNexis law database

**Pfennig Lab, UNC-CH** • *Research Technician*, May 2014-August 2014

- Set up and carried out field experiments to test predation on different mimetic kingsnake phenotypes
- Contributed to the findings in “Batesian Mimicry promotes pre- and post-mating isolation in a snake mimicry complex.” *Evolution* 69: 1085-1090

## SKILLS

- DSLR photography/ videography
- Proficient in Photoshop, WordPress, iMovie, Adobe Premiere Pro, Microsoft Office Suite

## PUBLICATIONS

- My science writing work has appeared as the cover story for *North Carolina Naturalist*, and in such publications as *North Carolina Health News*
- My poetry has appeared in publications including *The Invisible Bear*, *The Cellar Door*, *Carolina Quarterly*, and *The Charles Carter*

## PROFESSIONAL DEVELOPMENT AND AFFILIATIONS

- Attended the North Carolina Science Writing Workshop, 2017
- Completed Prescott College “Interpretation Techniques: Using Facilitated Dialogue to Engage Visitors in Inquiry” training, Asheboro, NC
- Member of the National Association of Science Writers (NASW), Science Communicators of North Carolina (SCONC), and the North Carolina Herpetological Society

## PRESENTATIONS AND PUBLIC OUTREACH

- 2017 Invited speaker at the North Carolina Herpetological Society Spring Meeting, Carolina Beach, NC
- 2017 Invited guest and expert for Carbon Neutral Podcast, Episode 6: Jurassic Park
- 2016 Invited judge at the East Cary middle School Science Fair
- 2015 Invited co-speaker at Biology Lunch Bunch presentation series for UNC-CH Biology Dep. faculty
- 2015 Invited to read at *The Invisible Bear* Launch Party, Durham, NC

## REFERENCES

- **Morag MacLachlan** • *Communications Director*, UNC-CH Institute for Global Health & Infectious Diseases  
morag\_maclachlan@med.unc.edu, (919) 843-5719
- **Kari Wouk** • *Senior Manager of Educational Collaborations*, NC Museum of Natural Sciences  
kari.wouk@naturalsciences.org, (919) 707-9879
- **David Pfennig** • *Professor*, UNC-CH Biology Department  
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[Writing samples can be viewed at www.bradleyallf.com](http://www.bradleyallf.com)