

Caroline E. Sferrazza

www.carolinesferrazza.com
caroline.sferrazza@gmail.com
(631) 278 - 2595

Education

University of California, San Diego, La Jolla CA

Master of Science completed February 2017

Neurosciences Graduate Program

Vassar College, Poughkeepsie NY

Bachelor of Arts completed May 2013; *Summa Cum Laude*

Major: Neuroscience and Behavior; Correlate: Music and Culture

Overall GPA: 3.88/4.00; Major GPA: 3.92/4.00

University of College Cork, Cork Ireland, Study Abroad

Institute for Study Abroad - Butler University, Fall 2011 | Focus: World Music

Honors

- ❖ General (*Summa Cum Laude*) and Department Honors in Neuroscience, Vassar College (2013)
- ❖ Academic Honor Societies
 - Phi Beta Kappa
 - Sigma Xi Scientific Research Society
 - Psi Chi International Honor Society (Vassar College PR Representative, 2012)
 - Golden Key International Honour Society
- ❖ Olive M. Lammert Book Prize for Excellence in General Chemistry, Vassar College (2011)

Science Communication and Outreach Experience

Director of Public Relations, Neurophotometrics Ltd., San Diego CA (July 2018 - present)

- ❖ Established the online and social media presence of the company
- ❖ Designed and generated content for the company website
 - Launched the “FP Academy,” a set of online resources for fiber photometry
 - Included writing pieces for the Academy, scheduling and planning all content for the Academy, and editing all pieces written by other team members
- ❖ Created and implemented a customer relationship management system
- ❖ Managed day-to-day interactions between the scientific team and customers worldwide
- ❖ Represented the company at conferences

Writer/Web Manager, Once A Scientist, San Diego CA (March 2020 - present)

- ❖ Established the online and social media presence of the podcast
- ❖ Wrote and edited show notes for podcast episodes

Director, UC San Diego Neuroscience Outreach Program, La Jolla CA (September 2015 - July 2019)

- ❖ Leader, spokesperson, and volunteer for the outreach program
- ❖ Previous role: Classroom Visit Coordinator

Social Media Manager, taste of science San Diego, La Jolla CA (January 2016 - April 2019)

- ❖ Maintained the social media presence for the annual *taste of science* festival in San Diego
- ❖ Developed promotional content to highlight speakers/promote ticket sales
- ❖ Previous role: Event Coordinator

Science Communication and Outreach Experience (continued)

Social Media Manager, ComSciCon-San Diego, La Jolla CA (January 2016 – July 2019)

- ❖ Maintained the social media presence for the annual Communicating Science Conference (ComSciCon) workshop in San Diego
- ❖ Served on the Logistics Organizing Committee for the national flagship conference in 2019
- ❖ Previous role: Panel Organizer

Public Relations Coordinator, SciPAC at UCSD, La Jolla CA (January 2018 – January 2019)

- ❖ Maintained the social media and web presence of Science Policy, Advocacy, and Communication (SciPAC) at UCSD
- ❖ Organized events (e.g. midterm election ballot review, roundtable discussion between scientists and candidates for local office, communication skills workshops for scientists)

Research Experience

Graduate Fellow, University of California, San Diego, La Jolla CA (September 2015 – June 2019)

Laboratory of Dr. Lawrence SB Goldstein ~ Investigation of the processing and trafficking of amyloid precursor protein (APP) in human induced pluripotent stem cell (hiPSC)-derived neuronal models of Alzheimer's Disease

Research Assistant, The Rockefeller University, New York NY (January 2013 – July 2015)

Laboratory of Dr. Nathaniel Heintz ~ Molecular phenotyping of upper motor neurons that degenerate in amyotrophic lateral sclerosis (ALS); Investigation of the role of adult subplate neurons in cortical function

Amgen Scholar, Columbia University, New York NY (May – August 2012)

Laboratory of Dr. Stephen Rayport ~ Investigation of glutaminase inhibition as a therapeutic target for schizophrenia

Behavioral Genetics Intern, The Feinstein Institute for Medical Research, Manhasset NY (May – August 2011)

Laboratory of Dr. Anne Kirtley ~ Investigation of functional roles for schizophrenia susceptibility genes in long-term memory

Teaching Experience

Classroom and Science Festival Volunteer, UC San Diego Neuroscience Outreach Program

University of California, San Diego, La Jolla CA (September 2015 – July 2019)

Teaching Assistant, Neurosciences Journal Club

University of California, San Diego, La Jolla CA (September 2016 – June 2017)

Teaching Assistant, Introduction to Biological Investigation

Vassar College, Poughkeepsie NY (September – December 2012)

Freelance Science Writing

NeuWrite San Diego (<https://neuwritesd.org/author/csferazza>)

Selected writing samples:

- ❖ A CRISP(R) Explanation of Biology's Coolest New Tool
- ❖ Close Encounters of the Robotic Kind: A Glimpse of Autonomy
- ❖ Why Do I Care So Damn Much About *Game of Thrones*? (Emotional Attachment to Fiction)
- ❖ Get Over It: Discrimination and Mental Health
- ❖ #TriggerWarning: Life After Trauma

Freelance Science Writing (continued)

FP Academy (<https://neurophotometrics.com/resources>).

Note: I launched the FP Academy in 2020 as part of my work at Neurophotometrics Ltd. The entire FP Academy may serve as an example of my work as an editor and content generator.

Selected writing samples:

- ❖ Educational Material: Evaluating Raw Fiber Photometry Data
- ❖ News Release: NPM Goes Open Source
- ❖ Infographic: What is Fiber Photometry?
- ❖ News Feature: The Business of Photometry
- ❖ Data Highlight: Schoenbaum Lab

Once a Scientist (<https://onceascientist.net>)

Note: The entirety of the show notes for this podcast may serve as an example of my work as an editor.

Selected writing samples:

- ❖ Show Notes: Nick Edwards
- ❖ Show Notes: Audrey Sporrj

Maze Engineers (<https://mazeengineers.com/resources>)

- ❖ Sheep as an Animal Model
- ❖ Behavioral Testing with Guinea Pigs
- ❖ A Guide to Testing Zebrafish Behavior
- ❖ Elevated Plus Maze: Understanding the Basics
- ❖ Hebb-Williams Maze

Academic Publications

Mingote, S., Chuhma, N., Kalmbach, A., Thomsen, G.M., Wang, Y., Mihali, A., **Sferrazza, C.**, Zucker-Scharff, I., Siena, A., Welch, M.G., Lizardi-Ortiz, J., Sulzer, D., Moore, H., Gaisler-Salomon, I., Rayport, S. (2017). Dopamine neuron dependent behaviors mediated by glutamate cotransmission. *eLife* 6:e27566.

Nectow, A.R., Moya, M.V., Ekstrand, M.I., Mousa, A., McGuire, K.L., **Sferrazza, C.E.**, Field, B.C., Rabinowitz, G.S., Sawicka, K., Liang, Y., Friedman, J.M., Heintz, N., Schmidt, E.F. (2017). Rapid molecular profiling of defined cell types using viral TRAP. *Cell Reports* 19: 655-667.

Other Skills

Language

- ❖ English (native speaker)
- ❖ Spanish (proficient)

Computer Applications

- ❖ Microsoft Office Suite (Word, Excel, PowerPoint)
- ❖ Data Management (Airtable)
- ❖ Web Design Platforms (WordPress, Squarespace, Wix)
- ❖ Social Media (Facebook, Twitter, Instagram, Tumblr, Pinterest, Snapchat)
- ❖ Video Production (Final Cut Express)
- ❖ Scientific Analysis (SPSS, JMP, Stereo Investigator, NeuroLucida, Mauve, Video Freeze, ImageJ/Fiji)
- ❖ Bookkeeping (Quickbooks)