# Angela Abitua, Ph.D.

Seattle, WA | www.angelakaczmarczyk.com | www.linkedin.com/in/angelaabitua/

Scientist with molecular biology and outreach experience seeking a life sciences marketing and communications role

## SUMMARY OF QUALIFICATIONS

**Outreach and marketing:** 5+ years of experience in life science outreach and marketing tactics, including inbound strategy. Experienced with Salesforce, Hubspot, SurveyMonkey, and Google Analytics.

**Molecular biology and NGS:** Expertise in general molecular biology, NGS library construction, illumina sequencing, and analysis of single cell transcriptomics.

**Data analysis:** Experienced in pulling and analyzing data from various sources to produce marketing reports.

**Digital design:** Training in design and experience in giving feedback on ad designs and video content. Proficient in html and CSS coding.

## PROFESSIONAL EXPERIENCE

**Outreach Scientist II, Strategic Partnerships Manager** 2020 - July 2021
**Addgene, the nonprofit plasmid repository, Watertown, MA**

- Managed a multi-channel marketing campaign to promote Addgene's AAV Data hub, including outbound communications, and developed new lead generation strategies for increasing usage of the Data hub resource.
- Performed market research, including customer surveys and user interviews, resulting in useful insights for improvements to Addgene's AAV Data hub resource.
- Analyzed and compiled data (including sales and web traffic) to make data-driven decisions and present to the senior leadership team on the effectiveness of Addgene's AAV Data Hub.
- Strategically identified conferences to sponsor, participate, and present at to increase visibility and awareness of Addgene's services, including virtual booths and conference attendance. Trained and prepared Addgene scientists for conference attendance and presentations.

**Outreach Scientist** 2018 - 2020
**Addgene, the nonprofit plasmid repository, Watertown, MA**

- Identified and cultivated strategic relationships with KOLs in publishing to influence biological material sharing practices and policies, resulting in over 50 journals recommending deposition of materials with repositories.
- Partnered with an external collaborator and led a multi-team effort to successfully launch and promote a new feature that uniquely identifies reagents on every plasmid catalog page.
- Contributed to Addgene's inbound strategy by creating useful scientific content including blog posts, protocols, and educational online resource pages.
- Planned and conducted university visits to over 20 target institutions in North America to promote relevant plasmid items and encourage plasmid deposits through 1-on-1 meetings with scientists, resulting in increased sales and deposits.

**Co-founder and board member** 2015 – 2019
**Boston Open Science Laboratory (BosLab), Somerville, MA**

- Worked with a small team of co-founders in a fast-paced start-up environment to incorporate a nonprofit 501(c)(3) educational biotechnology community lab.

- Worked with a team to define service positioning and pricing strategy for BosLab's membership model, and executed funding strategies that led to the sustainability and growth of the nonprofit.
- Identified and fostered partnerships with biotech companies and organizations to hold or sponsor educational seminars, workshops, and events.

**Visiting Scientist** September 2016 – August 2017
**Broad Institute, Cambridge, MA**

- Optimized and performed quality control on next-generation library construction, bacterial RNA enrichment, and lysis methods for single cell RNA-sequencing, resulting in a publication.
- Developed Shell and Python scripts for transcriptome analysis and optimizing library construction.
- Conducted weekly meetings with a team of lab members to strategically decide on future experiments to reach project goals.

**Scientific Communications instructor** May – August 2016
**Broad Institute, Cambridge, MA**

- Worked closely with the program director to develop weekly lesson plans to engage undergraduates in learning effective storytelling in science.
- Trained students on how to give constructive feedback in both written and oral form.
- Ran interactive class activities that allowed students to learn effective PowerPoint design and improve their oral communication skills.

**Teaching Fellow** August – December 2015
**MCB60 lab course, Harvard University**

- Used strong organizational skills to run 3 weekly lab sections for 40+ total undergraduates.
- Managed the research activities of undergraduates by providing guidance in designing DNA constructs and engineering yeast to study genes relevant to the DNA damage and repair pathway.
- Presented weekly course reviews and facilitated discussion in section to help students conceptualize lecture material and develop their problem-solving skills.

**Graduate Student Researcher** 2009 – December 2014
**Division of Molecular and Cell Biology, UC Berkeley. Advisor: Dr. Nipam Patel**

- Wrote two successfully funded research proposals for the California Institute of Regenerative Medicine (CIRM) predoctoral fellowship that totaled in $80,000.
- Engineered TrpE fusion proteins for production of a polyclonal antibody against a germline-specific protein, Vasa, for immunofluorescence experiments.
- Mentored four undergraduates in essential molecular biology techniques, microscopy, scientific writing, and oral presentation skills.

## EDUCATION

Ph.D., University of California, Berkeley, Department of Molecular & Cell Biology, Berkeley, 2014. *Germline Maintenance and regeneration in the amphipod crustacean, Parhyale hawaiensis*.

B.S., University of California, Davis, Department of Evolution and Ecology, Davis, 2009.

## COURSEWORK & CERTIFICATIONS

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| **Create a Go-to-Market Plan**, LinkedIn Learning | September 2021 |
| **The Fundamentals of Digital Marketing,** Google Digital Garage | September 2021 |
| **Google Analytics for Beginners**, Google | June 2021 |
| **Transition to Manager Bootcamp,** Vivo Group | May 2020 |
| **10-week Visual Design Course,** General Assembly Boston | February 2020 |

## AWARDS

- Public outreach grant ($1200) for organizing a public engagement forum through an NSF-funded synthetic biology museum program, 2016.
- California Institute of Regenerative Medicine (CIRM) predoctoral fellowship award, 2013 – 2014.
- Society for Integrative and Comparative Biology (SICB) conference best Division of Evolutionary Developmental Biology (DEDB) poster award, 2013.
- NIH Genetics Training Grant fellow, University of California, Berkeley, 2009 – 2012.
- Collaborative Learning at the Interface of Math and Biology (CLIMB) fellowship award, University of California, Davis, 2008.
- President's Undergraduate Fellowship award, University of California, Davis, 2007.

## PUBLICATIONS

**Angela Abitua** (2020) How Life Science Journals Can be Champions of Better Material Sharing and Reporting. *Science Editor.* 43:14-16.

Viktoria Betin, Cristina Penaranda, Nirmalya Bandyopadhyay, Rui Yang, **Angela Abitua**, Roby P. Bhattacharyya, Amy Fan, Roi Avraham, Jonathan Livny, Noam Shoresh & Deborah T. Hung (2019) Hybridization-based capture of pathogen mRNA enables paired host-pathogen transcriptional analysis. *Scientific Reports.* 9, 19244.

Philip Barron Abitua, T. Blair Gainous, **Angela N. Kaczmarczyk**, Christopher J. Winchell, Clare Hudson, Kaori Kamata, Masashi Nakagawa, Motoyuki Tsuda, Takehiro G. Kusakabe, Michael Levine (2015) The prevertebrate origins of neurogenic placodes. *Nature*. 524(7566): 462-5.

Joshua G. Schraiber, **Angela N. Kaczmarczyk**, Ricky Kwok, Miran Park, Rachel Silverstein, Florentine U. Rutaganira, Taruna Aggarwal, Michael A. Schwemmer, Carole L. Hom, Richard K. Grosberg, Sebastian J.Schreiber (2012) Constraints on the use of lifespan-shortening Wolbachia to control dengue fever. *Journal of Theoretical Biology*. 297: 26-32.

**Angela N. Kaczmarczyk**, Artyom Kopp (2011) Germline stem cell maintenance as a proximate mechanism of life-history trade-offs? *BioEssays*. 33(1): 5-12.