

# SCOTT HADLY

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*A clutch content creator and science writer with deep journalism experience and time in the trenches helping to build an iconic early-stage innovative genetics and healthcare brand. A writer who leverages skills in strategic communication, messaging, and creating captivating narratives that cut across all channels, with a proven record as a leader with responsibilities for planning, writing, and editing, with a focus on scientific accuracy and engagement.*

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## EXPERIENCE

### **Managing Editor & Writer | Executive Communications, 23andMe (1/2016 - 11/24)**

- *Led editorial strategy and managed content creation team of four for a science, health, and genetics blog, overseeing editorial calendars, design, and SEO to drive an 88% increase in non-branded search and a 44% boost in branded impressions.*
- *Served in a senior content leadership position for an iconic brand, helping executives to shape messaging and strategic communications around historic genetic discoveries, groundbreaking drug development, regulatory milestones, customer stories, an IPO, and crisis communications.*
- *Identified strategic opportunities drafting messaging for senior leadership to shape the company narrative through OpEds, presentations, social media posts, and blog posts, helping to engage with key audiences in support of brand and business goals.*

### **Media Relations Manager, 23andMe (4/11-11/24)**

- *Wrote and guided the writing of press releases, media pitches, and messaging for most of the company's key initiatives over a decade, including crisis communications.*
- *Pitched stories, responded to media inquiries, staffed interviews, and handled media monitoring with a focus on impact over time, reach, sentiment, brand awareness, and corrections.*
- *Coordinated cross-functionally with the product, marketing, medical affairs, and research to gather information and develop unified messaging.*

### **Science Communications | Customer Story Producer, 23andMe (4/11 —1/16)**

- *Develop and implement a communications strategy in partnership with geneticists and the research team shaping the scientific narrative around 23andMe's discoveries in human genetics research.*
- *Created a highly successful story collection process to identify, develop, and produce compelling customer stories around health, ancestry, genetic science, and identity for use in PR and marketing.*
- *Conducted interviews and built narratives in print, commercials, and social media that aligned with the brand's mission and messaging.*

### **Ghostwriter, Freelance (1/19 - Present)**

- *Write articles, opinion pieces, and blogs for healthcare executives.*

### **Senior Writer, Investigative Reporter, and Assistant City Editor, Various Newspapers (9/93 - 3/2011)**

- *Reported and edited for daily newspapers, mainly in Southern California, including the Los Angeles Times, Ventura County Star, and the Santa Barbara News-Press.*

- *Won awards in every year of my journalism career — more than two dozen — for coverage on topics such as business, the environment, science, crime, the military, and government.*
  - *Conceptualized, reported on and then wrote long-form and short-form articles ,and produced or created multimedia projects and videos supporting those stories.*
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## EDUCATION

University of California, Berkeley, MA Journalism

University of California, Santa Barbara, BA Political Science & BA German with Honors

## AWARDS

A dozen California Newspaper Publisher Association awards for features, news writing, investigative reporting, public service and business reporting.

Society of Professional Journalists Ethics Award

Southern California Journalism Awards, Investigative Reporting Award

Associated Press News Writing Award

McClatchy News Service, In-depth Reporting Award

## OTHER EXPERIENCE

Volunteer, Oaks Parent-Child Cooperative Preschool

Volunteer, Habitat for Humanity

Peace Corps Volunteer, Philippine Islands

Gravedigger, Berlin Germany