

REBECCA H. ORTENBERG

1229 S. 47th St., Philadelphia, PA, 19143 | 805-889-9874 | twitter.com/historein
hill.ortenber@gmail.com

EXPERIENCE

Science History Institute – Philadelphia, PA

Social Media Editor, April 2018-Present

- Creates content for, monitors, and curates institutional social media accounts, ensuring that all content is timely and engaging.
- Leads a cross-institutional social media team, guiding content creation and ensuring that all aspects of the institution are appropriately promoted.
- Significantly expanded our social media footprint, increasing followers by 242% and nearly quadrupling average engagements across all platforms.
- Implemented paid Facebook promotion strategy that increased clickthrough rates on articles and podcast episodes by 450%.
- Involves staff at all levels with social media efforts by leading trainings and offering sample messaging for staff to use on their own social media channels.

Lady Science - ladyscience.com

Managing Editor, June 2017-Present

- Joined the editorial team as its first managing editor and developed editorial workflows and a standardized publication process from scratch.
- Writes and edits communications with donors, contributors, and sponsors.
- Writes monthly newsletter, doubling subscribers over two years while maintaining a 40-50% open rate.
- Serves as a co-host, script writer, researcher, and editor on the podcast.

Science History Institute – Philadelphia, PA

Program Associate, July 2015-March 2018

Program Assistant, June 2013-June 2015

- As project manager, oversaw staff, managed timelines and workflows, and developed content for digital public humanities projects, including:
 - REACH Ambler, an online exhibit exploring the environmental history of Ambler, PA through oral histories and archival documents.
 - Things Fall Apart: An Old City Walking Tour, an audio storytelling-based walking tour.
 - Fellow Friday, a twitter-based virtual program in which researchers “take over” the Institute account to share their work in progress.
- Produced communications materials for research programs, including web and print copy, social media posts, and videos.
- Developed skill-building workshops for research fellows interested in contributing to outreach initiatives. In 2018, the Institute launched a new fellowship program based on these efforts.

REBECCA H. ORTENBERG

1229 S. 47th St., Philadelphia, PA, 19143 | 805-889-9874 | twitter.com/historein
hill.ortenber@gmail.com

EXPERIENCE

National Park Service - Washington, DC

Park History Program Intern, Summer 2012

- Provided project management assistance for online training modules meant to connect historians and rangers across the park service.
- Led oral history workshops for the youth program Urban Archaeology Corps.
- Launched new National Park Service History Facebook page. Created content, assisted with development of social media policies, trained staff.
- Conducted research at the National Archives and the Library of Congress for NPS historians and managed research projects for the Park History Program.

Philip Foster Farm Historic Site - Eagle Creek, OR

Event Coordinator, June 2010-August 2011

- Directed public programming events, including booking vendors and speakers, training and managing volunteers, and managing budgets.
- Managed communications efforts, writing press releases and copy, working with news outlets and local businesses, and managing graphic design contracts.
- Developed the site's first event sponsorship initiative, including writing application, developing benefits, and launching solicitation campaign.

The First State Heritage Park - Dover, DE

Historical Educator, October 2007-September 2008

Research Assistant, October 2008-October 2009

- Developed new public programs on the history of Delaware, including museum theater programs, historic cemetery tours, and audio guides.
- Conducted walking tours, educational presentations, and other public history programs for visitors of all ages, serving nearly 10,000 visitors annually.
- Conducted archival research for the park's "Becoming the First State" NEH grant, focusing on the lives of women in Colonial and Federal Dover.

CONSULTING PROJECTS

William Trent House 300th Anniversary

The 1719 William Trent House Museum, 2018-19

Built new website, provided trainings on best practices for writing and design for the web, and trained staff and volunteers on web tools.

REBECCA H. ORTENBERG

1229 S. 47th St., Philadelphia, PA, 19143 | 805-889-9874 | twitter.com/historein
hill.ortenberg@gmail.com

CONSULTING PROJECTS

Sanctuaries: Past into Present

The Mid Atlantic Regional Center for the Humanities, 2018-19
Recruited speakers, booked venues, wrote communications copy, and managed budget for a lecture series about the history of immigration.

We Only Ask for Justice

The Farmington Quaker Meetinghouse, 2013
Wrote script for an outdoor exhibit highlighting the Meetinghouse's historical role in social justice movements.

What's Suffrage Got to Do With It!

Century of Action: Oregon Women Vote, 2011
Wrote a theatrical piece about the history of women's suffrage in Oregon.

TECHNICAL SKILLS

Project management: Asana, Basecamp, SmartSheets, Hootsuite, Google Drive, Trello, Slack.

Photo and video editing: Canva, Animoto, Photoshop, inDesign, Final Cut Pro.

Web development: HTML, CSS, Wordpress, Squarespace.

Data tracking: Google Analytics, Twitter Analytics, Sprout Social.

EDUCATION

Cooperstown Graduate Program, SUNY College at Oneonta
M.A., History Museum Studies, 2013

Lewis and Clark College
B.A., History, 2007