

# MARITA GRAUBE

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## EXPERIENCE

**Marketing and Communications Consultant** *LabCorp / Covance Inc.* Oct. 2009 – Present

- Write marketing copy, white papers, blog posts, social media posts, and email communications with client's subject matter experts.
- Help promote a range of drug development solutions, following the client's brand voice requirements.

**Consultant** *EMD Millipore* Dec. 2016 – Present

- Providing documentation support for two flow cytometry product lines.

**Communications Consultant** *Institute of Translational Health Sciences* May. 2012 – June 2016

- Evaluated marketing strategies and developed a comprehensive report on specific actions required to promote the client's efforts and reach target audiences.
- Provide ongoing support for brochures, presentations, and other marketing collateral to fit the client's brand.

**UX/UI Consultant** *Merck & Co., Inc.* Nov. 2006 – March. 2013

- Worked as a UX designer and business analyst for a large-scale sample management system at Merck.
- Designed wireframes, documented software, wrote functional specifications, evaluated the information architecture, and analyzed business processes.
- Worked directly with the users to deliver training and optimize their experience with a sample management web application system.

**Documentation Specialist** *Rosetta Inpharmatics of Merck & Co., Inc.* Oct. 2005 – Oct. 2006

- Wrote requirements, design specifications, and marketing collateral for gene expression profiling and statistical analysis software.
- Led the external communication and marketing of newly released protocols, platforms and RNA extraction capabilities.

**Technical Writer** *Motorola* July 2002 – Aug. 2004

- Wrote documentation for a web-based, wireless communication software company, creating material for product customizations and online training for Java-based command line tools.
- Performed usability testing and information architecture analysis related to new and existing web functionality.
- Led an initiative to re-engineer a content management system for internal user interface specifications.

**Staff Science Writer** *NW Science & Technology magazine* Sept. 2001 – Sept. 2003

- Wrote feature stories, news briefs, and short news articles on science-related topics ranging from biomimetics to healthcare technologies.
- Provided editorial assistance with copyediting, fact checking, and content editing.
- Researched and wrote the cover stories for the Fall 2002 and 2003 issues.

**Consultant** *Selected freelance work for clients* Nov. 2001 – Present

- Worked as a UX Consultant for the Sage Bionetworks platform Synapse and created the 2010 version of the Sagebase.com website.
- Created a website redesign for RosettaCommons.org, including graphics, prototyping and audience analysis.
- Designed and led the development of Rosetta ShipTrack, a shipment management web application.
- Wrote scientific articles for *Center News* at the Fred Hutchinson Cancer Research Center.

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## EDUCATION

M.S. in Technical Communication (User-Centered Design), University of Washington, 2008

B.S. in Technical Communication, University of Washington, 2001

*Continuing education:* Science Writing Pathway Program, Java fundamentals

*Exchange program:* University of Latvia, Riga; Jāzeps Vītols Latvian Academy of Music (Piano)

*Languages:* English (native), Latvian (fluent), German (conversational)

## AWARDS

"Excellence" award for the entry, "The Impact of ITHS" in the Puget Sound Society for Technical Communication's annual competition, 2014

"Best of Show" award for the entry "Gene Expression Laboratory brochure" in the Puget Sound Society for Technical Communication's annual competition, 2010

Motorola Performance Award, 2003

National Space Biomedical Research Institute Writing Fellowship, 2003

Boeing Science Writing Fellowship Award, 2002

Ford Motors Science Writing Fellowship Award, 2002

Patricia Lynch Academic Scholarship for Technical Communication, 1999-2000

## SELECTED PUBLICATIONS AND PRESENTATIONS

Graube, M., Clark, F., Illman, D. "Coverage of Team Science by Public Information Officers: Content Analysis of Press Releases about the National Science Foundation Science and Technology Centers." *Journal of Technical Writing and Communication*, Vol. 40, No. 2, pp. 143-159, March 2010.

Zachry, M., Graube, M., Claxton, C., Searle, E., Tesdell, R., Arnold, B. "Cooperative Work on the Web: Developing a Framework for Understanding what People are Doing Now with Web 2.0 Technologies." CSCW'08, November 8-12, 2008, San Diego, California, USA. ACM Publications.

Graube, M. "Computing at the Speed of Light." *Northwest Science & Technology* magazine online supplement *SciScape*. Winter 2006

Graube, M. "Future Tech: Sharing Science to Attract Diversity." *Light Works* article for the NSF Science & Technology Center on Materials and Devices for Information Technology Research. September 2006

Graube, M. "Keeping up with the Pulse of Technology: Quinton's new generation of diagnostic cardiology devices." *Northwest Science & Technology* magazine. Spring 2003

Graube, M. "Inspired By Nature: Northwest researchers mimic spider silk to weave new technologies." *Northwest Science & Technology* magazine. Spring 2003

Graube, M. "Photonics Powerhouse." *Northwest Science & Technology* magazine. Fall 2003

Graube, M. "The fleeting signals of cells." *Center News* of Fred Hutchinson Cancer Research Center. November 2002

Graube, M. "Next wave of HIV researchers." *Center News* of Fred Hutchinson Cancer Research Center. November 2002

Graube, M. "Chromosomal Clues." *Center News* of Fred Hutchinson Cancer Research Center. July 2002

Graube, M. "Deedee Meldrum and the 'Life-On-A-Chip' Center." *Northwest Science & Technology* magazine. Spring 2002

Graube, M. Poster presenter, Society of Technical Communication meeting. Topic: "Communicating Science to a Lay Audience." 2002

## VOLUNTEER WORK

Advisory Board Member - Certificate in Professional Technical Writing Program at the University of Washington

Mentor for High School students' BioExpo Projects - Northwest Association for Biomedical Research