

LINDSAY BORTHWICK

180 Fountain Street, Apt. 1, New Haven, CT 06515 USA

SUMMARY

- journalist specializing in science, medicine and the environment
- more than 10 years of publishing experience, both print and online
- extensive experience editing, launching and managing successful magazines and websites
- skilled at creating compelling content for consumers, academic and not-for-profit clients
- experience with both content and business development

EMPLOYMENT

- Jan 2012 – present** **SFARI.org** **New York, NY**
Interim executive editor
- oversee the daily operations of an autism and neuroscience research news site, SFARI.org (Simons Foundation Autism Research Initiative), including publication of eight to 10 original articles per week.
- Jan 2010 – present** **Self-employed** **New Haven, CT**
Freelance editor, writer & web consultant
- specialize in covering science, health and the environment for a variety of U.S. and Canadian clients, including *On Earth*, Pop!Tech, *Nature Reports Stem Cells*, *Canadian Geographic*, *The Globe and Mail*, *Toronto Star*, *Whole Living*, *Best Health* and more.
- Mar 2007 – present** **Open Medicine**
[*Open Medicine*](#) is Canada's peer-reviewed open-access general medical journal.
Consultant, communications & marketing
- helped launch the journal in April 2007; oversee marketing and communications.
- Nov 2008 – Dec 2009** **Green Living** **Toronto, Ontario**
Green Living is a leading environmental media, communications and consulting company.
Editor, Green Living magazine and greenlivingonline.com
- redesigned and relaunched *Green Living* magazine and greenlivingonline.com
- oversaw Green Living's exclusive content syndication partnership with MSN Canada
- hired and managed all editorial staff, developed brand and editorial plans; managed and stayed within a lean editorial budget; assigned, edited or wrote all articles
- promoted the magazine, website and Green Living Show, an annual green consumer show, through frequent media appearances
- launched the *Green Living Guide* (75,000 circ.), an annual passport to sustainable living.
- Dec 2007 – Oct 2008** **Best Health** **Toronto, Ontario**
[*Best Health*](#) is a national women's health magazine published by Reader's Digest Canada.
Associate Editor
- assisted with the launch of *Best Health* magazine in March 2008
- researched, wrote and edited news section and features

Jan 2007 – October 2008 **Self-employed** **Toronto, Ontario**
Freelance writer

May 2002 – Oct 2006 **Seed Media Group, LLC** **New York, NY**
[Seed Media Group, LLC](#), is a science media and communications company that publishes [seedmagazine.com](#) and [scienceblogs.com](#), and the former publisher of *Seed* magazine.

special projects editor/interim managing editor (Jan 2006 - Oct 2006)

- managed and edited special editorial projects including integrated content for the company's print and digital platforms
- assisted with the development of scienceblogs.com

director, content development (Jan 2005 – Jan 2006)

- assisted with redesign of *Seed* & branding of the Seed Media Group, LLC
- researched and developed new platforms, partnerships and revenue streams
- assisted with the development of seedmagazine.com

managing editor/deputy managing editor (Nov 2002 - Jan 2005)

- assigned, wrote and edited magazine articles, features and special projects
- hired and managed a growing staff of editors, designers and freelancers
- oversaw scheduling, work flow, budgets, contracts, content licensing and legal review
- oversaw fact-checking, copy editing, proofreading and production of each issue.

EDUCATION

2000 – 2002 **Ryerson University** Toronto, Ontario
Bachelor of Applied Arts, Journalism

1993 – 1999 **McGill University** Montreal, Quebec
Master of Science, Neuroscience
Bachelor of Science, Physiology

HONOURS & AWARDS

- 2011 Laura Van Dam Travel Fellowship, National Association for Science Writers
- Nominee, 2010 National Magazine Awards, "How-to" category
- Greenlivingonline.com was a finalist for the 2009 Canadian Online Publishing Awards for Best Overall Magazine Website and Best Website Design
- Judge, 2008 Sanofi Pasteur Medal For Excellence in Health Research Journalism
- Member, Awards Committee, 2008 Health Research Communications Award, sponsored by the Canadian Institutes for Health Research (CIHR)
- *Seed* was a finalist for the 2007 National Magazine Award in both General Excellence and Design. It received the 2004 and 2006 UTNE Reader Independent Press Award for Science/Technology Coverage (2006)
- 2-year CIHR Science Writer Scholarship (2001)
- 5-year Medical Research Council of Canada Doctoral Studentship (1997)

MEMBERSHIPS

National Association of Science Writers Society of Environmental Journalists
 Canadian Science Writers Association