

EMILY TIMOTHY



Science communicator, thoughtful brand-builder and creative professional, passionate about innovation & education that advances planetary health

CONTACT

PHONE	EMAIL	LOCATION
(347) 267-2949	EmilyLTimothy@gmail.com	New York, NY

PROFILE

Experienced professional with creative & problem solving skills, a background in research & data analysis, and a fierce drive to make the world a better place. Currently both the creative force behind the brand & mission at One Click Better as well as the scientific advisor behind the content. Creating content that empowers people to live healthier lives, choose less toxic products & continue improving themselves. Looking to advance a culture that values environmental sustainability, social responsibility and reduced exposure to environmental toxins - themes that are, at their core, inextricably linked.

EDUCATION

2016-2019	2012-2016
MA, CHEMISTRY	BA, CHEMISTRY
New York University / NY, NY	Goucher College / Baltimore, MD

EXPERIENCE

CO-FOUNDER / ONE CLICK BETTER

2021- Present

One Click Better is an online education platform and resource empowering people to live healthier & more authentic lives, choose less toxic products and continue improving themselves.

- Developed and crafted the mission and brand, including both the visual design and storytelling through the brand assets, creation of the website, and management of the social media pages
- Designed and carried out the marketing and growth plans and operations including email marketing campaign and social media marketing
- Creates and produces both video content and downloadable educational resources, making the science assessable and engaging; developing the Healthy Home Guide a step-by-step, room-by-room resource to help people choose safer products and lower their exposure to environmental toxins

BRAND MANAGER / WHEALTH ADVISORS

2021

- Led brand and messaging overhaul, including writing website copy, storytelling the mission and values of the company to better reflect the vision of the co-founders, & re-designing website's user experience to integrate the new branding assets and connect with audience
- Managed B Corp Certification Process
- Collaborated with co-founders in brainstorming of methods and direction for brand exposure and growth, developed marketing and planning for new client acquisition in a way that is best aligned with the company's mission and values

RESEARCH AND DEVELOPMENT LEADER / URBAN FARMING INSTITUTE

2019-2020

- Empowered the community with education and resources about regenerative agriculture, organic gardening, and sustainability practices; translating the science into narratives that people connect to
- Delivered public presentation on water quality and environmental health
- Studied water chemistry and environmental effects on types of algae (seaweed)
- Led and mentored research students growing seaweed and studying water chemistry
- Worked with team to write grants and develop science & sustainability courses for community

FOUNDER / ESSENTIALS TUTORING, LLC

2016-2020

- Launched an online tutoring business focusing on advanced science and math courses
- Built brand & website and created online infrastructure for digital booking and payment
- Led social media marketing campaign including sponsored ads to targeted markets
- Hired and managed team of 10+ tutors; led training on effective communication + how to make the educational material assessable to students

EXPERIENCE

GRADUATE RESEARCH ASSISTANT & ADJUNCT PROFESSOR / NEW YORK UNIVERSITY

2016-2019

- Kahr Lab, NYU Molecular Design Institute
- Course concentration: intersection of Environmental Health & Immunotoxicology, and Materials Science
- Research: Built instruments and wrote program code using MATLAB with team to better understand light-matter interactions; specifically collecting Muller Matrix data and imaging of crystals and semiconductor thin films; Research focus: physical chemistry, crystallography, spectroscopy
- Instructor for undergraduate chemistry lecture recitations and labs; General and Organic Chemistry

UNDERGRADUATE / GOUCHER COLLEGE

2012-2016

- Research assistant to Dr. George Greco; fluorescence study of novel therapeutic compound; presented thesis at American Chemical Society annual meeting in Boston, MA in August 2015
- General Chemistry Supplemental Instructor & Workshop Facilitator: guided 20-30 students through course material weekly
- Program Director: Student Leaders for Civic Action; led and coordinated the after-school program "Read-a-Story/Write-a-Story" which fostered relationships between elementary and college students
- Treasurer of Agricultural Cooperative (Ag Co-op): advanced the farm-to-table business model of our on-campus farm & hydroponics system, selling produce to the college's catering company; focusing on energy reduction and sustainability
- Research assistant to Dr. Barbara Amann; developed C. elegans model study of zinc dependency of the innate immune system
- Teaching Assistant for Level I Academic Writing class

RESEARCH ASSISTANT / COLUMBIA UNIVERSITY IRVING MEDICAL CENTER

2015

- Assistant to Dr. Carvajal, MD the Director of Experimental Therapeutics and Melanoma Service
- Collected and analyzed data from ongoing clinical trial research, specifically novel immunotherapies for patients with melanoma and other cancers, collaborating on the Foundations Project, a database of patient tumor genetic information, specifically genetic mutations of interest specific to their cancer type to aid in clinical trial selection for best patient outcomes

RESEARCH ASSISTANT / ALLIGENT GROUP

2013-2015

- Assisted team with research specific to the pharmaceutical company/client, data compilation & analysis, conference event planning & organization, and correspondence with top doctors and specialists in the medical area of interest, generated MS Excel & PowerPoint assets

SKILLS

- Creativity
- Brand Development
- Marketing
- Communication
- Research / Data Analysis
- Social Media Management
- Business Strategy
- Problem Solving
- Writing
- Community Outreach
- Graphic Design / Content Creation
- Organization

REFERENCE

DENNIS MACNAMARA

Co-founder / wHealth Advisors

(Emily: Brand Manager @ wHealth Advisors)

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SHANE NICHOLS

Senior Scientist / United States Dept. of Defense

(Emily: Research Assistant @ NYU, mentored by Shane)

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