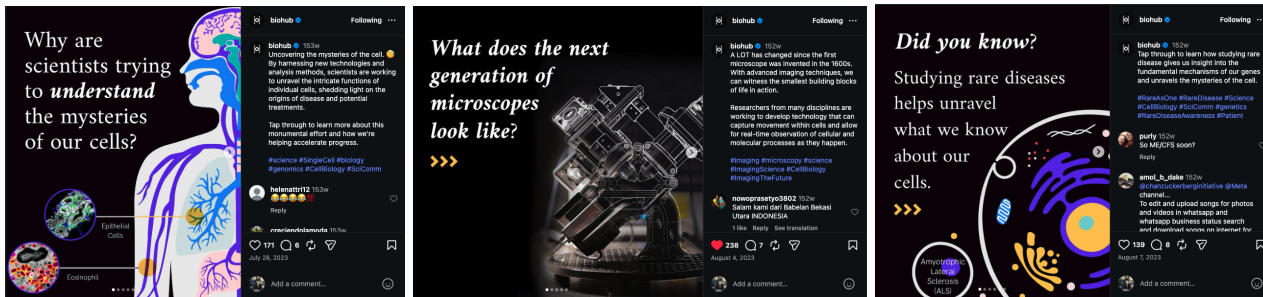


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DIRECTOR OF DIGITAL STRATEGY | CONTENT & AUDIENCE ENGAGEMENT LEADER | MISSION-DRIVEN STORYTELLING



SCIENCE STARTS HERE

Flagship Storytelling Campaign
Chan Zuckerberg Initiative

CAMPAIGN OBJECTIVE

Support CZI's 10-year scientific vision by educating audiences about the mysteries of the cell, highlighting program outcomes, and showcasing CZI's impact across imaging, single-cell biology, rare disease, open science, and grantee networks.

MY ROLE

- Shaped content strategy and messaging spanning infographics, grantee and CZIer profiles, blog amplification, and social rollout
- Collaborated with data science, comms, creative, and science programs to ensure accuracy and strong narrative framing
- Led content packaging for organic and paid channels, prioritizing accessible, high-impact visuals
- Managed pacing, stakeholder reviews, and cross-program alignment
- Identified audience insights and surfaced learnings to inform future campaigns

MEASURABLE OUTCOMES

Organic Performance

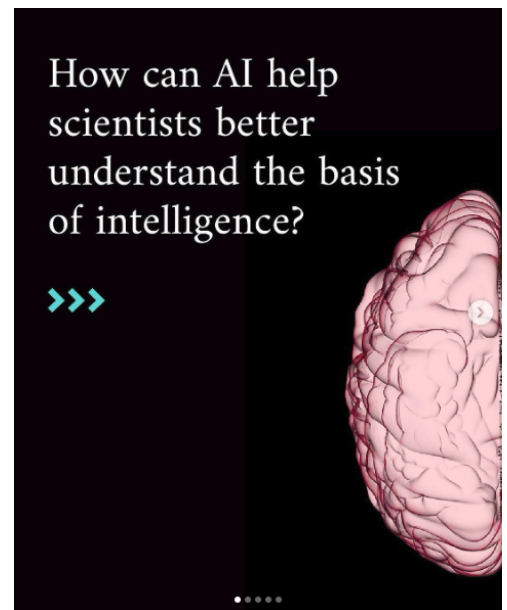
- 62 posts published across platforms
- 1,138,475 impressions (organic)
- 101,816 engagements with an 8.94% engagement rate — 50% higher than the Science average
- Top performing content included infographics, grantee profiles, and the Mysteries of the Cell blog, which reached 19,000+ page views with a 56% engagement rate and ~3 min time on page
- Unexpected lift of 244+ new email subscribers

Paid Results

- 9,062,343 ad impressions total
- 61,991 clicks with a 2.05% CTR
- Strong European engagement despite tracking limitations

WHY IT WORKED

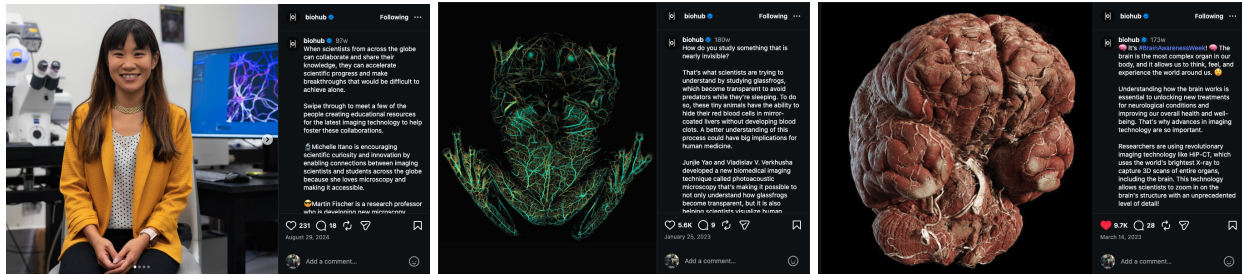
- This campaign advanced CZI's mission by improving public understanding of cell biology and strengthening engagement with scientific stakeholders across the U.S. and Europe.
- Visually rich scientific imagery resonated strongly, especially whole-body-related visuals
- Rolling, staggered content release allowed more consistent touchpoints



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#IMAGINGTHEFUTURE

Yearly Awareness Campaign
Chan Zuckerberg Initiative

CAMPAIGN OBJECTIVE

Highlight the innovation and impact of CZI imaging grantees and institutes, showcasing how CZI supports cutting-edge imaging technology, infrastructure, and scientific discovery.

MY ROLE

- Led social media strategy and content execution across X, Instagram, Facebook, and Threads
- Developed strategy for new formats including:
 - Lab tour video content
 - Timelapse/microscope reveal assets
 - Audio-over-image posts
 - Q&A activation featuring a scientific expert
- Coordinated with program partners, network organizations, and grantees to ensure cohesive messaging
- Conducted real-time trend analysis to adjust creative and formats
- Identified top-performing content categories and developed recommendations for future imaging campaigns

MEASURABLE OUTCOMES

- 39 posts published
- 630,868 impressions, +4.7% YoY increase
- 67,532 engagements, +35.5% YoY increase
- 10.7% engagement rate, +29.4% over 2023 and far above the industry benchmark of 3%
- 162,892 video views, demonstrating strong preference for motion formats
- 531 uses of #ImagingTheFuture, reaching 473.9k potential viewers

WHY IT WORKED

- Strategic diversification into new formats (audio posts, Q&A, Threads expansion)
- High-value scientific imagery with clear storytelling hooks
- Community-driven participation through roll call and hashtag usage
- Strong cross-network amplification

