



**DR. ALEXANDRA  
BORISSOVA SALEH**

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## **SKILLS**

NGO management and fundraising  
Science communication and marketing  
Network building and management  
Project management  
Teaching & research  
Professional events management  
Citizen science and public engagement

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Overall research papers published  
(Google Scholar): 35, h-index: 15

## **LANGUAGES**

Russian (native), English (fluent),  
Italian (fluent), German  
(intermediate), Spanish (basic)

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## **EXPERIENCE**

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### **HEAD OF MARKETING AND PR, E-QUADRAT SCIENCE & EDUCATION (04.2022-02.2024)**

Setting up and implementing a marketing strategy for a fully remote university consulting for clients in Europe, Middle Asia and MENA.

### **EXECUTIVE DIRECTOR, RUSSIAN ASSOCIATION OF SCIENCE COMMUNICATION AKSON (08.2020-07.2022)**

Executive lead of NGO: fundraising, GR, project management. Result: launching two journalistic grants, starting up a national citizen science platform (<http://citizen-science.ru>), implementing citizen science into national policy plans.

### **PRESIDENT, RUSSIAN ASSOCIATION OF SCIENCE COMMUNICATION AKSON (06.2018-08.2020)**

Co-founding and leading NGO: community building, launching and running two professional awards and an annual conference (200+ participants)

### **ACADEMIC DIRECTOR, MASTER OF SCIENCE COMMUNICATION, ITMO UNIVERSITY, ST. PETERSBURG (01.2018-05.2022)**

Starting up and supervising the first Master in SciComm in Russia (100+ alumni) and mass open online course (MOOC) in SciComm (1000+ alumni).

### **GERMAN CHANCELLOR FELLOW (08.2016-12.2017)**

Alexander von Humboldt Foundation Fellowship, visiting researcher in sociology of science and policy in Rhine-Waal University.

### **HEAD OF SCIENCE DESK, TASS NEWS AGENCY (01.2015-07.2016)**

Relaunching science desk & starting a digital science magazine, hiring and leading a multidisciplinary team (10+ members, staff and freelance): science writers, SMM, video production. Results after 1 year: 220 000+ unique visitors monthly

### **HEAD OF COMMUNICATION, MOSCOW INSTITUTE OF PHYSICS AND TECHNOLOGY (02.2014-01.2015)**

Launching and leading the communication office, creating a communication strategy, hiring and leading a multidisciplinary team (10+ members): science writers, SMM, internal communications, PR manager, design and branding, video production.

### **HEAD OF NEWS DESK, SCIENCE REPORTER, NEWS REPORTER, GAZETA.RU (02.2008-02.2014)**

Starting in breaking news, I grew to one of the most influential science reporters and opinionists in Russia and later took a lead of the whole news desk with 19 employees (staff and remote) working 24/7

## PROFESSIONAL AWARDS

2021. "True science" Best digital science popularization project (<http://citizen-science.ru>)

2020. Falling Wall Engage, finalist (<http://citizen-science.ru>)

2019. Tech in Media award. Best writer in Life Sciences

2015. Gold Quill award, digital communication channels, for creating a Russian-speaking press release distribution system for science news

2015. Tech in Media award. Best chief editor of a digital science magazine

## PROFESSIONAL ASSOCIATIONS

Public Communication of Science and Technology (PCST), Member of Scientific Committee (Treasurer), since 2021

Science Writers in Italy (SWIM), Board Member, since 2020

RASA Russian-American Science Association, Director for Communications, since 2020

## SCIENCE WRITING

For pieces of journalistic writing (in English, Italian, and Russian) consult my website

[HTTPS://ALEXANDRABORISSOVA.COM](https://alexandraborissova.com)

## SOME COURSES I TAUGHT

1. Strategic science communication
2. Journalistic writing ([hm.edu](http://hm.edu))
3. Talking science to media and Presenting science ([Econnect](http://Econnect))
4. Communicating vaccination ([WFS](http://WFS))

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## EDUCATION AND TRAINING

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**DIPLOMA IN SCIENCE, PhD IN CRYSTALLOGRAPHY.** Lomonosov Moscow State University (2008), Nesmeyanov Institute of Organoelement Compounds, Moscow, (2012).

**DIRECTOR OF MARKETING.** (Official certificate) Netology, Moscow (2021)

**POPULAR SCIENCE WRITING.** ITMO University, by Olga Dobrovidova (2022)

**FACILITATION SKILLS.** Stickydot, online (2024)

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## OTHER RELEVANT PROJECTS

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### PCST NETWORK TREASURER (2021-now)

Running the association's finances. Projecting and launching a [PCST award](#) for the advancement of science communication as a professional field

### CENTER FOR ETHICS IN SCIENCE AND JOURNALISM, (2024-now)

FRONTIERS - ERC funded residency program for science journalists in research institutions across Europe, team member

### FREE PRESS FOR EASTERN EUROPE (2022)

Creating a network of journalists and public experts to cover medical issues, disinformation, war related issues

### PRAGUE CIVIL CENTER (2021)

Coaching of social entrepreneurs' teams in the field of education

### EUROPEAN CONFERENCE OF SCIENCE JOURNALISM (2020)

As its executive director, I ran the largest biennial of science journalists in the EU (planned offline, moved online due to covid), 600+ participants, 30+ speakers.

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## MEDIA PIECES ABOUT MY PROJECTS

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[ABC radio](#), Australia, on the history of science communication in Russia

[Nature](#), on the legal regulations of science communication in Russia

[Alumniportal Deutschland](#), institutionalisation of science communication in Russia

[IJNet](#), on the story of AKSON

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## BOOKS AND BOOK CHAPTERS

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1. [Citizen science: let's do research together](#) (in Russian). Borissova Saleh A., Plekhovich Y., ANF, Moscow, 2024
2. ["The Death of Experts"](#), in Mellor F. Insights on Science Journalism, Routledge, 2024
3. [Russian pendulum: From glorious science propaganda to modest public engagement initiatives](#), in Communicating Science A Global Perspective, ANU Press, 2020