

Portfolio: pawelslabiak.com
 Contact: hello@pawelslabiak.com

EXPERIENCE

NYU Langone Health, NYU Grossman School of Medicine

Department of Radiology \$20M+ in research grants annually, top 10 nationally by NIH funding

Center for Advanced Imaging Innovation & Research (CAI²R) NIH Center for Biomedical Imaging & Bioengineering

Science Communications Specialist (Science Writer & Editor)

2015-present

Envisioned, planned, & executed a complete transformation of internal & external communications. Reporting to vice chair for research, worked with 150+ clinical & research faculty, scientists, engineers, postdoctoral fellows, graduate students, & staff to meet strategic aims for brand recognition, reputation, recruitment, & engagement.

Strategic Communications

Cultivated & promoted the brand of NYU Langone's Center for Advanced Imaging Innovation & Research (CAI²R). Virtually unknown at founding in 2014, the center is now widely regarded as the premier institute for investigations into machine learning MRI reconstruction, acquisition, & analysis.

Key audiences: *medical imaging research community, NIH, general public.*

- **Pitched radiology research advances**, in collaboration with NYU Langone's media relations team, leading to press releases & earned media in *Forbes*, *Fortune*, *Medgadget*, *Popular Science*, *TechCrunch*, etc.
- **Launched & curated the center's social media.** Grew the center's X/Twitter (@cai2r, launched in 2017) to 1.3K followers (equivalent to 10% of the following of @nyugrossman, even though the center accounts for just 1% of NYU Grossman's divisions). Led the center's LinkedIn (launched in 2022) to most engagements, most new followers, & third-highest following in its peer group in the first year (now second-highest).
- **Contributed grant writing & editing to a P41 proposal that secured \$6.5M in 5-year funding** & renewed the group's status as an NIH National Center for Biomedical Imaging & Bioengineering (submitted 2018, awarded 2019). Contributed to white papers, progress reports & science advisory board briefings.

External Communications

Significantly expanded the research center's digital audience by overhauling the organization's website (cai2r.net, relaunched in 2021), leading a digital storytelling strategy, & producing original science reporting.

Key audiences: *peer scientists, prospective students & trainees, research partners, NIH, general public.*

- **Conceived & produced a storytelling campaign that led to nearly 3x digital audience growth** in its first year (2022-2023), as measured by number of unique web visitors.
- **Wrote & substantively edited 100+ web pages** for clarity, structure, SEO, & adherence to house style.
- **Delivered a custom Wordpress implementation** within one calendar year despite a \$0 budget.
- **Improved all metrics of page quality** as measured by Google, earning 100/100 scores in performance (+77), best practices (+27), SEO (+18) & accessibility (+8). Dramatically increased page speed.
- **Increased user conversion by 66%** as measured by human-verified downloads of the center's research resources in the first year following the relaunch—a durable gain sustained since.

Internal Communications

Drove team alignment & engagement by leading an internal communications strategy at a time of rapid change.

Key audiences: *200+ clinicians, faculty members, research scientists, trainees, & staff at NYU Langone.*

- **Envisioned & developed the Radiology Research Wiki**, the center's first successful intranet (2019).
- **Conceived & produced *Radiology Research Weekly***, a newsletter founded in January 2020, delivering 130+ issues with research-enterprise news & 70+ colleague profiles.

Event Communications

Grew & promoted the research center's brand through international conferences & exhibits.

Key audiences: *6K+ medical imaging scientists, engineers, & researchers at all career stages.*

- **Cocreated the center's i2i Workshop**, a 2-day international conference hosted at NYU Langone Health in 2016, 2018, & 2023: the workshops attracted nearly 300 guests on average, about 2x the attendance for meetings of comparable profile, and earned recommend rates as high as 94%.
- **Designed the center's exhibits** at the Honolulu (2017) & Paris (2018) meetings of the International Society for Magnetic Resonance in Medicine (ISMRM), the field's largest congress with attendance of 6K. Brought the first university booth programming to ISMRM's technical exhibition in the expo's 25-year history.

EXPERIENCE, continued

Freelance, New York, NY

Independent Editor (private clients, by referral)

2003-2015

- Guided graduate, business, law, & medical school candidates from all walks of life through the rhetorical process of discovery, selection, & arrangement to craft personal stories into powerful admissions essays.
- Shaped grant proposals & research papers into cogent, persuasive arguments for individuals & institutions.

The Princeton Review, New York, NY

Tutor, Teacher, ad hoc Content Writer & Editor

2004-2015

- Tutored & taught the Law School Admission Test (LSAT), Graduate Management Admission Test (GMAT), Medical College Admission Test (MCAT Verbal Reasoning), Graduate Record Exam (GRE), SAT, SAT 2 Subject Tests (Math, Spanish), & miscellaneous academic subjects at undergraduate & graduate levels to groups of up to 30 students & individual clients of diverse backgrounds, ages, & status.
- Led strategy sessions & marketing events. Wrote & edited outreach & instructional content, as needed.

Spitzer School of Architecture, The City College of New York (CUNY)

College Assistant, History Survey of World Architecture

2011-2013

- Led an undergraduate section, taught material, graded student work, collaborated with faculty & staff to achieve curricular goals in a course sequence covering architecture from late 18th through early 21st century.
- Guided students in critical analysis & expression of ideas concerning key issues in the built environment.

Scholars at Risk Network, New York University

The Network connects persecuted academics to safe-haven universities in the U.S. and abroad.

Analyst (Volunteer)

2007

Global Scholar Rescue Fund, Institute of International Education, New York, NY

The Fund helps persecuted scholars find academic work in safe countries.

Assistant Program Officer (Intern)

2006

EDUCATION

New York University Graduate School of Arts & Science

Master of Arts in Journalism

2017-2019

The City College of New York (CUNY)

Bachelor of Arts in Philosophy (honors), Magna Cum Laude

2003-2008

Kaye scholarship, Jeannette K. Watson fellowship, Ketchum prize for excellence in history of philosophy, first undergraduate philosophy thesis at City College in a decade (thesis grade: A).

University of Cambridge ESOL Examinations

Certificate in English Teaching to Adults (CELTA), with distinction

2009

OTHER EXPERIENCE & SKILLS

- **Advanced skills:** writing, reporting, editing, digital photography, digital audio, multimedia design.
- **Professional tools:** Adobe Creative Suite (Audition, Lightroom, Illustrator, InDesign, Photoshop, Premiere), Wordpress, Drupal, HTML, CSS, PHP, Mailchimp, YouTube.
- **Languages:** Polish (native), English (fluent), Spanish (proficient—CEFR C1), Japanese (elementary—JLPT N5).
- **Teaching abroad:** South Korea (2010), Spain (2007).
- **Editorial fluency:** Chicago Style, AP Style, AMA Style.
- **Foreign reporting:** Nigeria (2019): "The New Yorker Running for President of Nigeria," *The New Republic*, February 19, 2019, <https://newrepublic.com/article/153097/new-yorker-running-president-nigeria>.