

# Anton Zuiker

writer, editor, organizer, leader

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For more than thirty years, I have fostered community at local, organizational, and international levels. I lead with communications planning, events programming, and strategic collaborations. I'm happiest when I find partners and we create ways to give others the tools to tell their stories.

## Professional experience

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### Duke Clinical Research Institute

*Clinical Research Communications Specialist III* | 2020 - PRESENT

- A trusted partner in the dynamic, results-oriented Research Communications & Engagement department supporting DCRI's clinical studies and national networks. I mentor junior colleagues, lead team meetings, and promote a culture of continuous quality improvement in all our communications activities.
- Communications leader for the coordination and data collection center of Rapid Acceleration of Diagnostics-Underserved Populations (RADx-UP), a major initiative funded by the National Institutes of Health. I advise project leaders and faculty on developing the initiative's narrative, manage the biweekly newsletter and guide messaging to the 80+ research and community engagement projects across the country, and shape high-level presentations to NIH and other policy makers. Entrusted with managing the communications budget and team effort planning.
- Simultaneously, communications leader for the ABC Science Collaborative, an innovative, far-reaching research project about COVID-19 and best practices for the safe return to in-person instruction. I advise project leaders and faculty on message strategy, lead development of materials to effectively convey those best practices, and provide experienced, insightful, rapid editing to facilitate multiple research studies.

### Duke University School of Medicine

*Director of Communications, Department of Medicine* | 2010 - 2020

- Manager of an innovative communications team for the largest department in a leading academic medical center and world-class university.
- Built an efficient, open style that drove traffic to our site and attracted recruits to our training programs. We promoted diversity and inclusion, elevated leadership communication, and recorded the rich legacy of internal medicine at Duke.
- My strategies for informing and championing the 4,000 faculty, trainees, staff, and alumni were replicated by other departments. The MedicineNews framework and Duke River of News aggregator are considered best practice.
- I created Voices of Duke Health, a workforce well-being project funded by the Duke Institute for Health Innovation. Our podcast was chosen by the American Board of Internal Medicine Foundation as an inaugural Trust Practice Challenge winner.

### Duke University Health System

*Manager of Internal Communications* | 2007 - 2010

- I coordinated a redesign of the *Inside Duke Medicine* newspaper and the creation of an online news site for the 26,000-employee health system, and provided communications assistance to the dean of the School of Medicine.

## Contact me

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## Education

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### M.A. Mass Communications

*University of North Carolina at Chapel Hill* | 2002-2004

- I studied medical journalism and epidemiology of infectious diseases.
- For my thesis, I wrote a 12,000-word narrative account of acute-HIV infection in North Carolina.
- I organized the *Narratives of HIV* series of public health awareness events.

### B.A. Communications

*John Carroll University*  
*University Heights, OH* | 1988-1992

- I served as editor-in-chief of *The Carroll News*, the student-run weekly newspaper.

## Skills

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*Clear and concise writing and editing*  
✓ *Budget and resource management*  
✓ *Fundraising* ✓ *HTML and content management systems for websites*  
✓ *Hindenburg Journalist Pro and other audio editing software* ✓ *Conference and special event planning* ✓ *Program development* ✓ *International adventure (ask me about trekking to the top of Mount Marum volcano).*

## International service

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### U.S. Peace Corps, Republic of Vanuatu, South Pacific

*Rural Community Development Volunteer; Training Coordinator* | 1997 - 1999

- A second-generation Peace Corps Volunteer (PCV), I served Paama Island as school teacher and community development worker, and started a solar lighting initiative.
- I was editor of the newsletter produced by PCVs in Vanuatu and was selected to assist the pre-service training of the next cohort of PCVs to enter the country.

## Community building

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My Peace Corps service and my writing life as a blogger inspired me to organize online communities through face-to-face activities.

- To promote new-media skills and strengthen online connections, I organized blogger meetups, BlogTogether skills-training sessions, and participant-driven conferences. A collaborator wrote a song about my efforts: “Let’s get together now and see where this goes / Distill us some humanity from this firehose / Minister of the ether, I propose.” (David Kroll, 2010)
- An early blogger and adopter of social media, I built on my training in medical journalism to become a leader in science communication. I was co-founder of ScienceOnline, which organized the ground-breaking annual gathering and global online community of scientists, science communicators, educators, and librarians.
- I was a founding board member of Science Communicators of North Carolina, a professional network of writers and editors.
- During my ‘decade of narrative’ to nurture diverse voices, I put on Talk Story storytelling shows and The Long Table culinary events.

## Knowledge sharing

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I regularly share my skills with others, creating opportunities for journalists, communicators, educators, scientists, and others to learn and experiment.

- I was a presenter, panel moderator, and awards judge to the annual Group on Institutional Advancement professional development conference of the Association of American Medical Colleges.
- At UNC-CH, I organized the 2005 Triangle Bloggers Conference attended by local and national bloggers, including blogging pioneer Dave Winer and online journalism pioneer Dan Gillmor. At Duke, I introduced Twitter strategies and Google Plus to Duke communicators, and blogging to DukeEngage leadership.
- I organized Chapel Hill bloggers meetups, Tar Heel Bloggers meetups, Blogging 101 tutorial sessions to assist new bloggers, an annual BlogTogether Backyard Barbecue, and The Triangle Bloggers Bash hosted by WUNC/North Carolina Public Radio.
- My essay on the ethics of blogging was published in the *Raleigh News & Observer* (10/22/06), and I was profiled by editor Dan Barkin in his column about leadership in online communities: “He’s a quiet visionary. He’s a low-key doer. He’s a let’s-get-together-and-see-where-this-goes guy.” (9/22/07)

## Work history 1992-2007

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2005-2007

### UNC-Chapel Hill

Chapel Hill, NC

*Sr. Communications and Publications Research Associate, Carolina Population Center*

2004-2005

### North Carolina State University

Raleigh, NC

*News Editor, College of Agriculture and Life Sciences*

2000-2001

### EmployOn

Euclid, OH

*Web Content Editor*

2000

### PlanetKnowHow.com

Streetsboro, OH

*Assistant Editorial Director*

1995-1997

### Northern Ohio LIVE Magazine

Cleveland, OH

*Editor; Managing Editor; Associate Editor*

1994-1995

### Small Business News

Lakewood, OH

*Production Assistant; Research Assistant; Reporter*

1992-1994

### Hawaii Medical Service Association

Honolulu, HI

*Staff Writer, Island Scene Magazine*

## What’s next?

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I look forward to exploring how I can apply my experiences and skills to your mission. Let’s see where we can go together.