

RESUMÉ

Wilson da Silva

Mobile: +61 407 907 017 | Email: wdas@me.com | Web: wilsondasilva.com | PO Box 141 Dulwich Hill NSW 2203 Sydney Australia

PROFESSIONAL EXPERIENCE

Feature Writer, Editor & Communications Advisor | WILDFIRE COMMUNICATIONS

Sydney, Australia (May 2018 – present)

- I write features and edit stories specialising in science, technology and the future. Clients include *Cosmos*, *Australian Geographic*, *Nature*, *The Australian*, *The Sydney Morning Herald* and *Medium*.
- I advise organisations on how to raise their media and public profile, create public engagement initiatives, and work as a moderator, speaker and panelist. Clients include the University of New South Wales, Australia's Chief Medical Officer, the National Health and Medical Research Council and the NSW Office of Environment & Heritage.

Senior Communications Advisor | UNIVERSITY OF NEW SOUTH WALES (UNSW)

Sydney, Australia (May 2015 – May 2018); Reported to the Chief Communications Officer and the Dean of Engineering.

- I provided advice, wrote speeches and opinion pieces, created content, media kits, video and multimedia and staged press conferences for the Faculty of Engineering, Australia's largest.
- Media coverage, a key performance measure for the role, rose 30-fold during my tenure, with stories on CNN, BBC, Reuters, Xinhua, Bloomberg, and magazines like *Technology Review* and *Wired*. In Australia, UNSW research featured on ABC TV and Radio (inc. Triple J and News24), made front pages of *The Sydney Morning Herald* and ran on TV shows like *The Project*, *Sunrise* and *Today*.
- I was responsible for UNSW's top three media stories in 2016, and was a finalist for the UNSW President's Excellence Awards in 2017. My new initiatives included *Ingenuity* print/digital magazine; a Journalist-in-Residence program for international media; and the Ada Lovelace Medal, a new national award celebrating women in engineering. *Ingenuity* was a finalist for Launch of the Year at the 2018 Publish Awards, while my cover story for the magazine won the Single Article of the Year trophy.

Editorial Director & Editor-in-Chief | COSMOS MEDIA

Sydney, Australia (May 2004 – July 2013); reported to the CEO and Board; managed 11 direct reports and 17 staff.

- I co-founded this successful multi-platform media company, raising capital and developing 24 print and digital products, including *Cosmos* and *G: The Green Lifestyle Magazine*. I drove the company's editorial strategy, managed budgets, commissioning, design and staff; contributed to marketing and sales; and promoted the company with frequent television, radio and public appearances.
- *Cosmos*, the visually lush popular science title I conceived, grew into Australia's #1 science magazine in print, iPad and online. Among the 48 accolades it received under my leadership were two Magazine of the Year trophies, two Editor of the Year prizes and four National Press Club awards. I also led the development of the highly-interactive *Cosmos* iPad edition, named 'Best of 2012' apps by Apple.
- *G Magazine* was the country's first carbon neutral magazine and the first produced entirely on post-consumer recycled paper. Under my leadership as editor-in-chief, it took out seven prizes, including Consumer Magazine of the Year, Best Internet Site, and the Sydney Lord Mayor's Sustainability Award.
- I also spearheaded the company's custom publishing operations, generating substantial revenues from print and digital publications, apps, videos, animations, websites, posters and events. Clients included the CSIRO, the University of Melbourne, ANSTO and the Australian Academy of Science.
- One of my initiatives was HELLO FROM EARTH, a viral campaign for the Australian Government in which messages from the public were collected and sent to Gliese 581d, an Earth-like planet outside the Solar System. It featured in 1,000+ media outlets overseas and 9,000 blogs and, in just 10 days, almost 26,000 messages were registered from 180 nations. They were transmitted to the planet by NASA.

Group Manager – Wireless Content & Multimedia | TELSTRA CORP LTD

Sydney & Melbourne, Australia (September 2003 – March 2004); reported to the Executive Director - Convergent Solutions.

Science News Editor – ABC ONLINE | AUSTRALIAN BROADCASTING CORP

Sydney, Australia (Nov 2002 – Sept 2003); reported to the Executive Producer - Science; managed three staff.

Managing Editor – NEWTON MAGAZINE | AUSTRALIAN GEOGRAPHIC

Sydney, Australia (March 2000 – August 2001); reported to the Managing Director; managed seven staff.

Producer and Writer – THE DIPLOMAT | FILM AUSTRALIA (with SBS INDEPENDENT and EMERALD FILMS)

Australia, Portugal, Austria, Norway and East Timor (April 1998 – March 2000).

Journalist/Producer – Science Unit, ABC TV | AUSTRALIAN BROADCASTING CORP

Sydney, Australia (October 1997 – February 2000); reported to the Executive Producer - ABC TV Science.

Sydney Correspondent | NEW SCIENTIST

Sydney, Australia (November 1996 – November 1997); reported to the London-based News Editor and Features Editor.

Journalist | THE AGE and THE SUNDAY AGE

Melbourne, Australia (February 1995 – November 1996); reported to the Group Technology Editor (The Age and The Sydney Morning Herald); plus The Sunday Age's News Editor, Business Editor and Features Editor.

Managing Editor | 21C MAGAZINE and SCIENCE SPECTRA

Melbourne, Australia (January 1994 – February 1995); reported to the Publisher and Editorial Board.

Foreign Correspondent | REUTERS

Toronto, Canada and Sydney, Australia (March 1989 – December 1993); reported to the Bureau Chief.

CONSULTANCIES & OTHER WORK

Content Director and Summit Moderator | WATERLOO GLOBAL SCIENCE INITIATIVE

Waterloo, Canada (February 2010 – February 2012); reported to the Management Team and the WGSi Board.

- I led the creation the Equinox Summit, a biennial ideas symposium in Canada aimed at developing solutions to complex global issues. It is run by Canada's Waterloo Global Science Initiative, a partnership between the Perimeter Institute for Theoretical Physics and the University of Waterloo.
- As the founding Content Director, I helped develop the meeting structure, topics and the unique approach used. I then served as Summit Moderator of the inaugural meeting, Equinox Summit: Energy 2030, leading the publicly televised sessions as well as closed-door meetings, and served as editor-in-chief of the ensuing report, *Equinox Blueprint: Energy 2030*.

AWARDS & COMMENDATIONS

- **AFI Award for Best Documentary**, Australian Film Institute for *The Diplomat*
- **Human Rights Media Award**, Australian Human Rights Awards for a cover story in the *AFR Magazine*
- **Editor of the Year**, Bell Magazine Awards for *Cosmos* (twice)
- **Michael Daley Award for Science Journalism**, Australian Minister for Science and Technology
- **Single Article of the Year**, Mumbrella Publish Awards for "The Quantum Gamble" in *Ingenuity*
- **Magazine of the Year**, Bell Magazine Awards: joint winner for *Cosmos* (twice)
- **Bronze**, International Medical Film Competition, British Medical Association: *Passing the Bug*, ABC TV
- **George Munster Award for Freelance Journalism**, Australian Centre for Independent Journalism

Note: A full list of awards is [available here](#). You can also download a more thorough [Curriculum Vitae](#), while testimonials from supervisors, colleagues and clients can be [viewed here](#).