



Theresa Statz-Smith

Media Producer & Director of Communications, Reality Meets Science® (RMS)

Professional Experience

Reality Meets Science® – *Media Producer & Director of Communications* (2025–Present)

- Lead media production and brand strategy across video, web, and investor materials.
- Direct digital growth for Dr. Tom Rifai: SEO, email list expansion, and book/product launches.
- Develop ethical AI marketing strategies to support Dr. Tom's and position RMS®'s position in lifestyle & metabolic health.

Island Harvest Food Bank – *Grants Specialist & Media Producer* (2023–Present)

- Secure grants sustaining hunger-relief programs; support multimillion-dollar fundraising.
- Produce high-visibility campaigns, including \$100K+ radio/TV buys.
- Write newsletters, appeals, and donor communications.

Wildlife Center of Long Island – *Executive Director* (2021–2022)

- Directed nonprofit operations, fundraising, and program development.
- Expanded partnerships and secured new funding streams.

Long Island Arts Alliance – *Executive Director* (2010–2018)

- Built strategic partnerships and events expanding arts engagement.
- Secured foundation/corporate funding to grow visibility and capacity.

PBS Member Stations (WI, GA, NY) – *Executive Producer* (1985–2010)

- Produced Emmy-winning programs and documentaries for national/regional broadcast.
- Specialized in long-form storytelling and nonprofit collaboration.

Education - B.A., Journalism

University of Wisconsin–Madison

Skills

Media Production • Communications • Generative AI Strategy (SEO timelines, content automation, email funneling) • Digital Storytelling • Campaign Strategy • Audience Engagement • Video & Podcast Production

Affiliations

ENERGEIA Leadership Program (Molloy College) • Arthur Burns Fellow & RIAS Berlin TV Award Recipient
Society of Foreign Journalists • Adelphi Center for Leadership and Strategic Planning Graduate

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