

Ashley Hall

Educator | Paleontologist | Science Communicator | Marketing Specialist

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EDUCATION

B.A. Anthropology; focus in Zooarchaeology. Animal Behavior certification from Center for the Integrative Study of Animal Behavior (CISAB).

Indiana University Bloomington. Bloomington, Indiana.

2003-2007

PROFESSIONAL EXPERIENCE

Museum of the Rockies

Outreach Program Manager

Feb. 2021 - present

- **Outreach Kit Program:** Manages, maintains, creates, and updates MOR's 14 educational, K-12 standards-aligned traveling trunks for K-12 schools including corresponding with teachers, booking, and shipping.
- **Virtual Programs:** Creates and manages NGSS, Montana, and Common Core standards-aligned virtual K-12 programming from the E.L. Wiegand Digital Learning Studio: a distance learning studio that I designed and built with a 53k grant from the Wiegand Foundation from 2021-2023.
- **Community Outreach and Engagement:** Manages, schedules, and presents real and cast dinosaur fossils and activities at community events, fairs, and other outreach opportunities to help educate and promote MOR's programs and collections to the public.
- **Adult Programs, Events, and Workshops:** Creates, plans, and implements educational programs for adult audiences including workshops, adult (21+) events, outdoor field trips (geology/ecology hikes, birding, etc.), and community partnership events (STEM Fun Night through MSU, Grossology Family Day).
- **Budget Management:** Manages and tracks yearly outreach budget and expenses.
- **Social media:** Acts as a social media content provider for outreach and public programs on Facebook and Instagram.

Paleo Nerds Podcast

Social Media and Marketing Manager

April 29, 2004- present

- **Marketing, Social Media, and Content Management:** Manager and content creator for the Facebook, Instagram, and Bluesky accounts, creating visual content and promoting the bi-weekly podcast.

Nature Center at Shaker Lakes

Marketing Coordinator

Feb. 2019 - September 2020

- **Branding and Visual Identity:** Ensured integrity and consistency of the Nature Center's visual identity and mission-driven brand is maintained. Assisted in managing the design process

of promotional materials and collateral such as program flyers, invitations, brochures, quarterly newsletters, rack cards, signage, membership and annual fund appeals, and postcards for display, print and online use.

- **Marketing, Social Media, and Content Management:** Compiled, edited, and distributed high-quality content for the Nature Center's e-newsletter produced monthly through Constant Contact. Manages editorial process. Selected and chose photographs from workshops, events, and activities throughout the Nature Center for use in marketing collateral, especially for creating social media content. Updated weekly and monthly calendar events in local and online calendars. Stayed current in emerging trends and best practices in marketing, communications, social media, and content management. Managed the Facebook, Instagram, LinkedIn, and X accounts daily, creating content and promoting programs.
- **Website Management and Design:** Managed and designed the Nature Center's Wordpress website (shakerlakes.org) to ensure fresh and relevant programs on the events calendar, content, news, and more.
- **Writing and Editorial Work:** Wrote, researched, and created content for the website, social media, blogs, press releases, and articles. Wrote and edited science and nature-themed content for the quarterly newsletter.

Sternberg Museum of Natural History

Camp Instructor (Virtual)

July 2020-August 2020

- **Camp Instructor:** Designed and instructed a virtual 2 week Science and Online Media Summer Camp for high schoolers via Zoom. Course taught students social media best practices, how to translate scientific articles to social media #scicomm posts, and critical thinking in communicating science to the public.

Cleveland Rock Gym

Social Media Coordinator

Feb. 2019 – Aug. 2020

- **Social Media Coordinator:** Created and implemented marketing strategies, content and events for the Cleveland Rock Gym's social media channels (Facebook, Twitter, Instagram). Photographed workshops, events, and weekly route setting. Stayed current with rock climbing trends and environmental news as applicable to the rock climbing community. Designed flyers for events in Canva.

Cleveland Museum of Natural History

Adult Programs Coordinator

Feb. 2017 - Feb. 2019

- **Informal Education and Interpretation:** Inspired through science and education, a passion for nature, the protection of natural diversity, the fostering of health, and leadership to a sustainable future. Communicated with an audience diverse in culture, age, race and abilities in a pleasant, tactful, and enthusiastic manner. Assisted in new program development and evaluation of new and existing educational programs for all ages, as needed.
- **Adult Programming:** Served on the museum's Explorer Lecture Series committee, helping to generate ideas for future speakers. Coordinated museum programming for senior centers through University Circle Incorporated (UCI). Created and implemented learning opportunities in conjunction with museum's Research and Collections staff and local universities. Lead field trips to local institutions, field sites, and behind-the-scenes tours for the public into the museum's sensitive collections spaces.
- **Volunteer Management:** Managed the museum's Naturalist Certification program designed to increase natural history knowledge through lectures, labs, and field experiences in the museum's galleries and 10,000 acres of natural areas. Managed volunteer hours and participation through

Microsoft Access database. Provided guidance for credit hours and recognition of Naturalist Certificate participants upon completion of certificate.

- **School and Youth Programming:** Instructed programs for K-12 school groups through in-house programming, outreach programming, and distance learning video-conferencing through ZOOM. Assisted with the development and teaching of youth classes, camps, educator workshops, adult classes and field trips for museum members and the public.
- **Event Management:** Created, planned, implemented, and assisted with monthly large-scale museum events (+1,500 in attendance). Manage museum staff and volunteer shifts for events.
- **Community Outreach and Engagement:** Participated in community events, educational fairs, and other outreach opportunities to promote programs to the public. Managed the museum's Speakers Bureau program in collaboration with the museum's scientific staff.
- **Budget Management:** Managed Adult Programs budget, monthly, and annual reports under supervision of Adult Programs Director.
- **Social media:** Acted as a social media content creator and manager for the museum's paleontology Twitter account.

Cleveland Metroparks

Naturalist 1

Aug. 2016 – Feb. 2017

- **Nature Interpretation and Programming:** Designed and led monthly programming for the public and K-12 classes at Rocky River Nature Center in conjunction with other naturalists. Created and instructed curriculum and hands-on activities for homeschool programming based on Ohio state science standards. Organized and managed volunteer schedules for large-scale annual events (i.e. Winteriffic), and public programs for all ages. Developed in-depth knowledge of local native and invasive species through independent research and experience. Designed exhibit signage for *Dunkleosteus* and the Cleveland Shale at the Rocky River Nature Center.

Cleveland Museum of Natural History

Smead Discovery Center Facilitator

Sept. 2015-July 2016

- **Informal Interpretation and facilitation:** Designed thematic nature and museum exhibit-based hands-on activities and label copy for multigenerational visitors within the Smead Discovery Center. Supervised volunteers on a weekly basis. Interpreted with natural history specimens and live animals including Madagascar hissing cockroaches, tarantulas, and reptiles. Conducted visitor surveys. Kept a clean and orderly environment in the museum's only hands-on learning space for the health and well-being of visitors.

Natural History Museum of Los Angeles County; La Brea Tar Pits and Museum

Gallery Interpreter, Certified Interpretive Guide (CIG)

2008-2015

- **Informal Interpretation:** Enhanced visitor experience through daily interpretation in the museum's permanent, temporary, and seasonal galleries including the Butterfly and Spider Pavilions; peaked visitor curiosity with "Curiosity Cart" items such as artifacts, skulls, authentic and cast fossil specimens, mammal pelts, and live animals. Designed and created binders of information for the museum's volunteers and docents for the museum's new Dinosaur Hall and "Curiosity Carts".
- **School Programming:** Led daily, formal, thematic museum programming focused on dinosaurs, local wildlife, and Pleistocene fossils of the LA Basin for K-12 audiences.
- **Public Programming:** Designed and instructed daily public programs; guided Nature Walks through the museum's 2-acre Nature Gardens, collection-centered tours of the museum's galleries, and Live Animal "Meet and Greets" with animal ambassadors.

- **Live Animal Presentations:** Handled various animals through the museum's Live Animal Programs including local and exotic arthropods, venomous and non-venomous snakes, amphibians, and a Virginia opossum for educational school and public presentations.
- **Outdoor Programming:** Assisted as Naturalist on the museum's annual family camping trips to Anza Borrego Desert State Park; led visitors on daytime nature & birding walks, UV scorpion hunting and insect catching, and led educational geology hikes.
- **Research and Collaboration:** Communicated with Research and Collections staff to ensure scientifically accurate museum programming; maintained updated scientific publication library resource for all Education staff and volunteers for program writing; shared new, relevant scientific research with museum staff on a weekly basis through emails and discussion.
- **Summer Camps:** Designed and instructed the museum's *Adventures in Nature* summer camp.
- **Citizen Science:** Uploaded photographs and data of local wildlife to the citizen science application *INaturalist* and utilized app with museum visitors on guided Nature Walks to create awareness of local wildlife.

Raymond M. Alf Museum of Paleontology

Assistant Curator of Paleontology

2011-2015

- **Collections Data Management:** Maintained Microsoft database system of 16,000+ specimens; cataloged 3,000+ specimens; resolved inventory discrepancies using digital and physical database records.
- **Taxonomic Identification:** Identified fragmentary fossilized elements from multiple taxa, including (but not limited to): Archosauria, Chelonia, Mammalia, Osteichthyes, Chondrichthyes, Mollusca, Arthropoda, and Plantae from various geologic time periods.
- **Conservation:** Cared for fossil specimens through application of consolidants, repair of fractures, Ethafoam housings, and use of best handling practices to prevent accidental breakage.
- **Specimen Storage:** Selected appropriate archival housing; files by geologic age and formation into appropriate lane cabinet section.
- **Facilities and Environment:** Lane cabinet upkeep included prevention of dust, water, and environmental conditions by use of plastic drop sheets, sweeping, and temperature control.
- **Packing and Shipment:** Unpacked and rehoused loaned specimens; processed and tracked outgoing loans; registered incoming loans; filed loan paperwork; updated database records to reflect specimen loan status.
- **Research Access:** Provided visiting scholars and students access to and assistance in collections; acted as research liaison by taking measurements and providing data at researchers' requests
- **Exhibition Renovation:** Painted fossil casts; prepared fossil specimens for exhibit; assisted in exhibit tear down and installation for the museum's "Hall of Life" renovation in 2011.
- **Fieldwork:** Discovered and collected fossils on BLM land in the Rainbow Basin in Barstow, California, and Kaiparowits Formation in Grand Staircase Escalante National Monument, Utah; ensured proper collection protocols were followed by trip participants and assisted with participants of all ages.
- **Social Media:** Photographed unique specimens for social media outreach (e.g. #FossilFriday for Facebook, Twitter, Tumblr).

Los Angeles Zoo and Botanical Gardens

Education Specialist

2007- 2008

- **Wildlife Interpretation:** Educated visitors about the conservation of the Western Lowland Gorilla at the Campo Gorilla Reserve exhibit. Helped alleviate visitor arachnophobia at Spider City, an arachnid-themed exhibition, through hands-on activities about superhero-like spider senses. Demonstrated how Asiatic elephants use their trunks through hands-on learning with household tools. Assisted with Critters 'n Kids classes for pre-K aged children and their parents.

Zoo Camp Instructor
Summer 2007

- **Summer Camp:** Designed and taught LA Zoo's week-long summer day camp for children ages 8-12 for 3 months. Worked with camp staff to ensure a physically and emotionally safe learning environment.

#SCICOMM THROUGH SOCIAL MEDIA

Science Communication: Shares informative, fun, and original science content to educate a wide array of audiences about natural history, science, and conservation through personal social media platforms:

Instagram: https://www.instagram.com/lady_naturalist

Bluesky: <https://bsky.app/profile/ladynaturalist.bsky.social>

WORKSHOPS & SPEAKING ENGAGEMENTS

Paleontological Society Career Mentoring Event

2020

- Talk and discussion via Zoom
- Spoke to those interested in careers in paleontology about my experience in informal education, working in museums, and career transitions outside of academic paleontology.

Science through Multimedia Stories

2018

- All-day workshop
- Society of Vertebrate Paleontology Annual Meeting
- Albuquerque, NM

Northeast Ohio Geological Society (NOGS)

2018

- Talk: *Pterosaurs: Flight in the Age of Dinosaurs*
- Cleveland, OH

Paleontology Education: Staying on the Cutting Edge in Research, Pedagogy and Outreach

- All-day workshop
- Society of Vertebrate Paleontology Annual Meeting
- Calgary, Canada

Social Media for Scientists: How to Communicate Your Science

2016

- Talk and discussion
- Oklahoma State University Center for Health Sciences (OSUCHS)
- Tulsa, OK

Cleveland Geological Society (CGS)

2015

- Talk: La Brea Tar Pits: Past and Present
- Cleveland, OH

VIDEO APPEARANCES, INTERVIEWS, INVITED LECTURES

An Unexpected Journey: How Ashley Hall went from Puppets to Paleontology (2025)

- <https://tinyurl.com/yr9e66bx>

Museum of the Rockies YouTube: Fossil Friday (2025)

- <https://tinyurl.com/b76dh2ka>

Ashley Hall: A Brief History of the Evolution of Birds (2025)

- <https://tinyurl.com/39fzawn5>

Sauropods, Museum Education, and *Fossils For Kids* with Ashley Hall (2025)

- <https://tinyurl.com/mrye683h>

***T. rex*, *Triceratops*, and MOR: The Dynamic Dinosaurs of Museum of the Rockies** (2025)

- <https://tinyurl.com/wdjbmbds>

The Ultimate ‘Iffyosaur’: The Story of An Unusual Ichthyosaur Composite (2024)

- <https://tinyurl.com/36ud4t8f>

Channel 3 WKYC Celebrating Women in Science (2018)

- <https://tinyurl.com/y7af6zmd>

Cleveland Museum of Natural History’s Celebrating Women in Science (2018)

- <https://tinyurl.com/y8tbsmm3>

Dinosaur Tracks: Examining Sauropod Fossil Footprints (2017)

- <https://youtu.be/k6i-68-kN8M>

PROFESSIONAL AFFILIATIONS

National Association for Interpretation (NAI): Certified Interpretive Guide

Society of Vertebrate Paleontology (SVP)

American Alliance of Museums (AAM)

CHILDREN’S BOOKS, ACADEMIC PUBLICATIONS, & ABSTRACTS

Hall, Ashley, and MaggieJo Widdicombe. “Virtual Fossil Friday: Expanding Museum Education Beyond Walls and Borders.” *Society of Vertebrate Paleontology Annual Meeting*, Nov. 2025. Conference presentation.

Franklin, Bethany Katherine Burke, **Ashley Hall**, and Alejandro Konrad. “Strengthening the Paleontological Network: The Case for Sister Museum Partnerships Between Large and Small Institutions.” *Society of Vertebrate Paleontology Annual Meeting*, Nov. 2025. DOI: 10.13140/RG.2.2.32972.27527. Conference presentation.

Hall, Ashley. *Prehistoric Worlds*. Penguin, 26 Mar. 2024.

Lomax, Dean R., Stephen Sachs, and **Ashley Hall**. “The Ultimate ‘Iffyosaur’ – An Unusual Ichthyosaur Composite Comprising British and German Material of Different Geological Stages.” *Paludicola*, vol. 14, 2022, pp. 32–41.

Hall, Ashley, and Lee. *Gems for Kids*. Callisto Media, 2021.

Hall, Ashley. *Fossils for Kids*. Callisto Media, 2020.

Hall, Lee E., **Ashley E. Fragomeni**, and Denver W. Fowler. “The Flexion of Sauropod Pedal Unguals and Testing the Substrate Grip Hypothesis Using the Trackway Fossil Record.” *Dinosaur Tracks: The Next Steps*, 2016, pp. 138–151.

Eren, Metin I., et al. "The Wauseon Clovis Fluted Point Preform, Northwest Ohio, USA: Observations, Geometric Morphometrics, Microwear, and Toolstone Procurement Distance." *Journal of Archaeological Science: Reports*, vol. 10, 2016, pp. 147–154.

Fragomeni, Ashley, and Donald Prothero. "Stasis in Late Quaternary Birds from the La Brea Tar Pits during the Last Glacial-Interglacial Cycle." *New Mexico Museum of Natural History and Science Bulletin*, no. 53, 2011, pp. 511–516.

Fragomeni, Ashley, and Donald Prothero. "Stasis in Late Quaternary Birds from the La Brea Tar Pits during the Last Glacial-Interglacial Cycle." *Journal of Vertebrate Paleontology*, Program and Abstracts Book, 2011, p. 112.

Scheiber, Laura L., Donna C. Roper, Yagmur Gencer, **Ashley Fragomeni**, and Robert J. Hoard. "Beyond Houses and Hoes: New Interpretations of Prehistoric Farmers of Western Kansas." *Society for American Archaeology Meetings*, San Juan, Puerto Rico, Apr. 2006. Conference presentation.