

## Contact

[www.linkedin.com/in/andreafrancesb](https://www.linkedin.com/in/andreafrancesb) (LinkedIn)

## Top Skills

Donor Management  
Youth Activism  
Team Management

## Certifications

Member  
Stanford Ignite – Full-Time  
Certified LGBTBE  
Social and Behavioral Research -  
Basic/Refresher

## Honors-Awards

Highest Honors  
Edie Windsor Coding Scholarship  
LGBTQ Inclusion Award  
Future Proof Web3 Scholarship  
Gaingels 100

## Patents

Social Media Content Management  
Systems

# Annie Brown

Founder @ Reliabl  
San Francisco, California, United States

## Summary

I am an artificial intelligence expert and communications executive with 12+ years of organizational leadership and media strategy development experience. Recognized for my technical and social impact contributions, I have won numerous awards for my research, activism, and journalism. I have demonstrated a natural aptitude for writing, as well as for creating communications strategies for technical teams that contribute directly to organizational growth and impact. I am adept at achieving thoughtful, socially conscious media narratives with maximum outreach. Professional focal points include AI industry trends, market research and analytics, editing and proofreading, and media relations.

As part of my research work, I founded Reliabl, a responsible tech initiative building inclusive machine learning models to enhance the online experience for marginalized communities. My designs for a novel participatory data annotation system resulting from this work are patent-pending. Previously, I led a small team to launch Lips, an alternative social media platform, which currently has over 30K monthly active users.

Friends and colleagues describe me as innovative, progressive, self-motivated, down-to-earth, tech savvy, and a managerial expert who can be relied on to offer superior solutions that deliver favorable results on time.

I am interested in contacting researchers, builders, innovators and other professionals in the AI, Social Media, and Trust and Safety fields. Feel free to connect with me and shoot me a message! I volunteer my time mentoring young professionals from historically marginalized backgrounds, so don't hesitate to ask for guidance or introductions if I can be of service.

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## Experience

## Reliabl

### Founder & CEO

January 2022 - Present (2 years 1 month)

Designed patent-pending, inclusive machine learning technologies to reduce algorithmic bias and improve AI model outputs. Working with team of UX designers, developers, and researchers, built user-driven, ML-enabled, data management systems for several niche social media communities and portfolio management systems. Advisory board includes executives from Google, Twilio, TikTok, and The Integrity Institute.

## UC San Diego

### Artificial Intelligence Researcher, EIR

January 2023 - Present (1 year 1 month)

San Diego, California, United States

- Perform comprehensive research and generate research-driven solutions regarding the stances of the creator economy, algorithmic bias, and moderation, with a focus on gender discrimination.
- Liaise with AI researchers and engineers to translate technical research into clear and concise content.
- Present research findings to technical and non-technical audiences through articles, presentations, and webinars.
- Maintain documentation on AI models, algorithms, and software libraries.
- Collaborate with researchers at UCSD, Princeton, Stanford, and Cornell to author forthcoming papers studying the efficacy of participatory data annotation and creator input to ML models
- Invented patent-pending data annotation process to reduce AI bias
- Presented peer-reviewed research at International Conference for Machine Learning

## My Little Mascara Club

### Advisor & Interim CEO

October 2022 - Present (1 year 4 months)

## Self-Employed

### Writer and Communications Consultant

January 2011 - December 2023 (13 years)

San Francisco, California, United States

- Produce written content on artificial intelligence and emerging technologies, with topics including algorithmic bias, data privacy, climate and sustainability, marketing, and economic inequality.

- Ghostwrite and develop thought leadership strategies for Executives at TikTok, Rite Aid, Women's President's Organization, and others.
- Write copy for ads, social media content, and web, as well as provide graphic design and web design services.
- Published over 200 articles, reports, and blog posts for Forbes, Venture Beat, The Gates Foundation, Thiel Foundation, Accenture, Inter Press Service, Bitch Magazine, EDGE Magazine, HUMSAFAR (USAID), and others.

## CodePath

### Director of Communications

December 2021 - January 2023 (1 year 2 months)

San Francisco, California, United States

- Oversaw digital and print corporate partner communications strategy for large nonprofit organization providing free coding courses to Black and Latinx CV students, backed by Google, Amazon, Meta and others.
- Partnered with LinkedIn, Salesforce, Comcast, Comic Relief, and other leading organizations/funders to spearhead development of nationwide media campaigns in alignment with the nonprofit's mission, goals, and values.
- Developed brand identity, voice, content, and layout for annual reports and corporate partnership funding materials
- Worked directly with CEO to improve thought leadership strategy and prepare for key speaking events including SXSW
- Built and fostered strategic relationships with media outlets, journalists, influencers, and MAANG PR teams.
- Prepared and executed favorable media coverage through press releases, pitches, and broadcast interviews, as well as crisis communication plans, and acted as the organization's spokesperson.
- Established SEO and digital marketing strategies to increase the nonprofit's online visibility, including its website, social media handles, and subscription e-mails.
- Monitored effectiveness of communication and outreach efforts through data analysis and feedback.
- Led team of 10 to update organization's branding and market positioning within one year, with special focus on website redesign and corporate partnership messaging.

## Future Point of View

### Senior Vice President, Research and Communications

August 2018 - December 2021 (3 years 5 months)

Edmond, Oklahoma, United States

- Directed the company's branding, website, and communications strategies by building and implementing marketing collateral, podcasts, and social media content.
- Drove partnerships with universities, research institutions, and industry organizations to enhance the firm's brand and market presence.
- Worked with CEO to develop thought leadership strategy and book and prepare for over 50 paid speaking opportunities.
- Coordinated development of press releases, articles, reports, and other digital media with media outlets and journalists to secure positive coverage.
- Facilitated internal training, communications, and company events with employees to promote up-to-date information and engagement.
- Organized content and speakers for more than 80 episodes of the company's podcasts regarding corporate leadership, AI, emerging technologies, and machine learning.

## Superside

### Communications Director (YC W16)

September 2015 - July 2018 (2 years 11 months)

Oslo Area, Norway

Spearheaded social content, branding, and messaging strategies, as well as research on trends in remote work, for an international Creative-as-a-Service (CaaS), YC-backed start-up company. Fifth hire at company, and founding team member. Achieved company recognition in The New Yorker, Tech Crunch, and other outlets.

## Grameen Bank

### Research and Content Manager

January 2010 - July 2015 (5 years 7 months)

Mirpur, Dhaka, Bangladesh

Delegated content production and research tasks, as well as produced articles and editorials on microfinance and social enterprise, and conducted research in debt restructuring, client protection programs, and women's empowerment. Recruited and trained journalists, and hosted interviews with microfinance and economic development professionals. Produced conference documents and recap content for world's leading gatherings on microfinance.

## Virginia League for Planned Parenthood

### Communications Associate

2010 - 2013 (3 years)

Richmond, Virginia Area

Assisted Communications Director in daily tasks and managed donor relations materials and events.

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## Education

### Stanford University Graduate School of Business

Stanford Ignite, Stanford University Graduate School of Business, 2023

### The Wharton School

VIP-X, The Venture Lab, The Wharton School, University of Pennsylvania, 2023

### The College of William and Mary

Bachelor of Arts - BA, Gender Studies, History

### Tata Institute of Social Sciences

Gender and Development Studies

### CareerFoundry

Fullstack Web Development, Computer Software Engineering