



Linda McCulloch

Unit/Program Comms Mgr 2, Strategic Communications & External Affairs

Bio

BIO

Linda leads a department of creative content creators managing SLAC's main digital channels. Since she joined SLAC in 2019, Linda has delivered a creative strategy to align visual storytelling with new and current audiences, delivered a brand refresh, completed a website redesign and grown a team to include functions for social media, metrics and SEO in addition to UX design, video, photo and graphic/brand design. Prior to SLAC, Linda was the creative lead at Stanford Graduate School of Business where she implemented design thinking with senior leadership to increase the value of design and the user experience of a message. Linda has 20 years of experience in the creative field and hold an MFA from San Diego State University and a BA from Rutgers University. She has worked for design firms in NYC, San Diego, San Francisco and Stanford prior to her role at SLAC National Accelerator Laboratory.

CURRENT ROLE AT STANFORD

Head of Creative Content & Identity at SLAC National Accelerator Laboratory