

SARAHKESSLER

User Experience Writer

CONTACT

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PORTFOLIO

www.sahrkessler.com

INTERESTS

Singing – performed at Carnegie Hall, Lincoln Center, The Beacon Theater, and in the Czech Republic and nation of Georgia.

EDUCATION

- **BA – Oberlin College 2005**
Classical Literature in English, Latin, and Greek - GPA: 3.8
- **UX Writing Certification – UX Writing HUB 2020**
Completed research, content audit, and writing for Localize.city
- **UX Writing Certification – UX Writer's Collective 2020**

EXPERIENCE

UX Writer – Freelance

09/19 +

- 100% positive rating on Fiverr – 5 stars from all client reviews
- Deliver microcopy and advise clients on UX best practices
- Perform editing and content localization for American English
- Establish brand voice and tone for emerging products

Key skills:

Figma, Adobe XD, Photoshop, Adobe Acrobat, Whimsical, Google Slides, Airtable

Frederator Networks

Editor, Frederator Books

06/19 – 11/20

- Collaborated with creators to develop and pitch stories
- Created branding content to include with published titles

Key skills:

Squarespace, MS Word, G-Suite, Adobe Acrobat

Operations Manager, StashRiot

09/16 – 11/20

- Increased sales by 40% with email and social marketing
- Performed A/B testing to optimize marketing campaigns
- Built consistent growth - grew returning customer rate by 71% and conversions by 23%
- Led brand management and product design

Key skills:

Analytics, Shopify, Aweber, Campaign Monitor, Adobe Photoshop, Social Media, Hootsuite

HR Manager

01/17 – 11/20

- Improved diversity by writing job posts with inclusive language
- Established employer brand on social networks and job boards
- Collaborated with Legal on policy and procedure docs

Key skills:

Communication, Emotional Intelligence, Empathy, Research, Microsoft Excel,

Executive Assistant / Facilities Manager

01/15 – 11/20

- Product manager for development of 3 new company websites
 - Interviewed stakeholders to define vision and scope
 - Developed content strategy with subject matter experts

Key skills:

Organization, Scheduling, Research, Asana, Slack, G-Suite, WordPress, SEO, HTML, CSS

Client Services Manager – Park East Animal Hospital

08/07 – 01/15

- Delivered consistently exceptional customer experience
- Designed website, wrote blog, and managed social media
- Wrote medical record entries regarding client communications

Key skills:

Customer Service, Blogging, Social Media, Microsoft Excel, Microsoft Word

SKILLS

Writing: UX, microcopy, copywriting, proofreading, and editing

Tools: Aweber, Shopify, Campaign Monitor, Adobe Creative Suite, Figma, Whimsical, Asana, Slack, Airtable, G-Suite, Excel, and MS Office

Web: SEO, HTML, CSS, Bootstrap, GitHub, Wordpress, and Squarespace

Soft Skills: Written and verbal communication, customer service, time management, interpersonal skills, creative problem solving, and emotional intelligence