

SARAHKESSLER

User Experience Writer

CONTACT

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PORTFOLIO

www.sarahrkessler.com

SUMMARY

- Deeply empathetic
- Passionate about improving inclusivity and accessibility through language
- Proven ability to create exceptional experiences

INTERESTS

- Singing, with performances at The Beacon Theater, Lincoln Center, Carnegie Hall, and various locations in NYC, Czech Republic, and the nation of Georgia.
- Sandwiches are better with chips inside

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

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

Operations Manager, StashRiot

- 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
- Built relationships with designers, and external partners

HR Manager

- Improved efficiency and diversity in recruiting by writing job posts with inclusive language
- Reduced operating costs by 15% with new HR systems
- Established employer brand on social networks and job boards
- Collaborated with Legal on policy and procedure docs

Executive Assistant / Facilities Manager

- Project manager for development of 3 new company websites
 - Interviewed stakeholders to define vision and scope
 - Developed content strategy with subject matter experts
- Researched and wrote scripts for YouTube live talk show
- Managed schedules, emails, and phones for CEO

01/15 – 11/20

Key skills:

Squarespace, MS Word, G-Suite, Adobe Acrobat

Key skills:

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

Key skills:

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

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
- Trained doctors and staff on office technologies
- Created technical documentation and process docs
- 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

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

Web Development: SEO, HTML, CSS, Bootstrap, WordPress, Squarespace, and GitHub

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

EDUCATION

BA – Oberlin College 2005

- Classical Literature in English, Latin, and Greek - GPA: 3.8
- Received award for academic excellence in the study of Ancient Greek and Latin

Continuing Education

- UX Writing Academy – UX Writing Hub 10/20
- User Experience Design Fundamentals – Joe Natoli 10/19
- UX/UI Design with Adobe XD – Luca Vavassori 10/19
- Business and Technical Writing Immersion – Starweaver Group 07/19