

SARA COOPER

saracooper2025@u.northwestern.edu

(510)-917-0616

I am a science and environmental journalist with skills in data visualization, multimedia production and writing. I'm avid for in-depth research opportunities that touch on pressing climate and public health issues.

Northwestern University Medill, Class of 2025

Master of Science in Journalism; Health, Environment and Science

Wellesley College, Class of 2020

Bachelor of the Arts in Psychology | GPA 3.97/ 4.0

University of the Arts London, Semester Abroad

Animation at the College of Communications | GPA 3.9/4.0

American University, First Year Coursework

School of International Relations | GPA 4.0/4.0

TRUE Global Intelligence at FleishmanHillard Chicago IL, New York NY

Research Manager

| Senior Research Analyst

| Research Analyst

| Research Intern

August 2023 – August 2024

November 2022 – August 2023

September 2021 – November 2022

April 2021 – September 2021

- Performed secondary research to inform strategic communications for companies in healthcare, technology, and finance; core competencies included competitive/ thematic landscape analysis, audience profiling, and reputation monitoring
- Presented research to internal and client audiences; distilled key recommendations to refine strategy among existing clients and new business prospects

NOTABLE CONTRIBUTIONS

- Elected as Ecosystem Lead to for one of TGI's principal accounts. In this position I:
 - Oversaw data across the account, which involved developing automated solutions to streamline the data collection and storage process
 - Provided ongoing consult on measurement frameworks, translating them into high-impact visualizations and interactive dashboards
 - Established myself as the primary subject matter expert in data visualization across the research practice; key activities included leading data viz trainings, maintaining a repository of data viz resources, and presenting my work in a monthly "data viz corner" segment of all-staffs
 - Led weekly "ecosystem office hours" to train junior staff on data visualization, management and process optimization
- Was avidly involved culture-building efforts, most notably as co-chair of an ERG for analyst-level employees; I have also facilitated LGBTQ+ events and have led popular wellness sessions for colleagues

Multimedia Freelance

Animation Assistant

October 2020 – Present

Rotoscoped footage for a documentary by Oscar-nominated filmmakers Dee Hibbert-Jones and Nomi Talisman

Product Illustrator

June 2020 – February 2021

Rendered realistic digital drawings of product concepts

3D Modeling Artist

January 2020 – May 2021

Constructed 3D models of ancient burial structures with Autodesk Maya for the Wellesley College Anthropology department

Programs

Word

PowerPoint

Excel

Power BI

Google Data Studio

Tableau

Photoshop

Premiere Pro

After Effects

Illustrator

InDesign

Maya

Keane Lab at Wellesley College Wellesley IL

Gopnik Lab at UC Berkeley Berkely CA

Psychology Research Assistant

September 2019 – May 2020

June 2019 – September 2019

- Directed and supported primary research on cognitive and developmental psychology

Show My Data Wellesley College Wellesley IL

Data Visualization Designer

September 2018 – December 2018

- Updated the visualization app Show My Data to provide greater customization options for data graphics (showmydata.org)

Contemporary Jewish Museum San Fransico CA

Development Education Intern

June 2018 – August 2018

- Prepared grant applications and reports for major donors; spearheaded visitor experience research

Highlighted Experience

Other Experience