

# S. Ann Sexton

## Scientific marketing and communication

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s-ann.github.io

### SKILLS

Web content

Email and social media

SEO

Brand voice and tone  
development

Press releases and corporate  
communications

White papers and application  
notes

Video scripting and  
storyboarding

### EDUCATION

**BSc**

**Behavioral neuroscience**

*Northeastern University*

Boston, MA

**Chemistry and**

**computational math**

*Kean University*

Newark, NJ

NJSTCM Honors Program

### VOLUNTEERING

**Court Appointed**

**Special Advocate**

(Guardian ad Litem)

*Boston CASA*

**Kitchen staff & server**

*Boston Living Center*

### EXPERIENCE

#### **Content Writer**

*Sartorius*

Mar 2022 - Present

Goettingen, Germany

- Writing short-form digital content (emails, landing pages, social media, and banner ads) for targeted campaigns based on customer journeys.
- Working with engineers and designers throughout the production cycle; from concept to development, launch, and optimization.
- Conceptualized and wrote an end-of-year campaign generating \$34,000 in sales and \$2 million in qualified leads – a 133% lift in the year's e-commerce sales.

#### **Marketing Writer**

*GE Healthcare (now Cytiva)*

Apr 2020 - Mar 2022

Marlborough, MA and Uppsala, Sweden

- Turned highly technical concepts in cell therapy and protein purification into clear and effective marketing content.
- Worked with SMEs and writers to create blogs, videos, landing pages, and application notes.
- Developed and presented new brand voice guidelines in meetings across the company.
- Applied SEO to create, track, and optimize content.

#### **Copywriter**

*CELLINK*

Nov 2018 - Apr 2020

Boston, MA and Gothenburg, Sweden

- Wrote marketing collateral, web content, and press releases in English and Swedish.
- Created and managed social media calendar for CELLINK and acquired companies, and designed organic campaigns that grew CELLINK LinkedIn to 20,000+ followers.
- Copyedited financial reports, grant proposals, and scientific publications.
- Aided in recruitment and hiring for expanding the marketing team.

#### **Technical Writer**

*Draper*

Apr 2017 - Oct 2018

Cambridge, MA

- Collaborated with video producers and engineers to script international commercials and videos for social media, grant proposals, and showcase exhibits.
- Developed white papers and landing pages by working with SMEs and photographers.
- Worked with writers and designers to create and launch first style guide for brand voice and tone.
- Worked with IT and security teams to create internal instructional materials and email campaigns.

#### **Science Writer**

*Pavlok*

Feb 2015 - Oct 2016

Boston, MA

- Helped develop and rehearse Shark Tank pitch, which premiered as the season 7 finale.
- Launched and managed social media presence on LinkedIn, Facebook, and Instagram.
- Wrote blogs and e-books, and hired and managed remote freelancers.
- Worked with the CEO to develop a style guide for brand voice and tone.