

# S. Ann Sexton

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## Education

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### Northeastern University

Sept. 2013 – Dec. 2015

BSc in Behavioral neuroscience

GPA 3.5/4

Debate Team

### Kean University

Sept. 2012 – May 2013

Chemistry & Computational mathematics

GPA 3.8/4

NJSTCM Honors Program

Studied full-time as a senior in high school.

## Experience

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### Technical Writer

April 2017 – present

Draper Laboratory

Cambridge, MA

- Working with subject-matter experts and designers to develop compelling content.
- Creating a style guide for consistency across all rhetoric.
- Writing for public audiences; commercial scripts, showcase exhibits and web content.
- Producing marketing collateral, including videos, white papers and brochures.
- Developing instructional materials, email campaigns and web content for launching new internal software and security procedures.

### Science Writer

Dec. 2015 – Feb. 2017

Second Firsts

Remote

- Worked with the founder to turn her first-person book into a grief treatment program.
- Wrote the practitioner manual and developed supplemental course materials.
- Incorporated neurological and psychological research to explain and support the coursework.
- Developed promotional materials and a landing page for the program launch.

### Science Writer

Feb. 2015 – Oct. 2016

Pavlok

Boston, MA

- Wrote user manuals on using Pavlok.
- Worked with the CEO to develop the brand's voice and tone.
- Launched and managed the company's social media presence.
- Wrote marketing e-books for current and potential customers, customizing the messaging for different user scenarios.
- Managed remote writers and produced content for the company blog.

## Skills

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- Copywriting (scientific, technical and marketing)
- Video storyboarding and scripting
- AP Style
- WordPress, SharePoint
- Google Analytics Certified
- Content Marketing Certified (HubSpot)
- HTML, CSS and JavaScript