

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

LANGUAGES

English

Swedish

French

Spanish

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 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.