

Contact

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www.linkedin.com/in/sarah-alburakeh (LinkedIn)

Top Skills

Strategy

Editing

Reporting & Analysis

Languages

English

Arabic

German

Sarah Alburakeh

Strategic Content Editor

New York City Metropolitan Area

Experience

ASME (The American Society of Mechanical Engineers)

Strategic Content Editor

January 2024 - Present (1 year 11 months)

New York City Metropolitan Area

- Writing, editing, and publishing articles for online and print
- Onsite reporting and content creation (iPhone 16 Pro) for online articles, social media
- Identifying leads and corresponding with contacts for stories
- Scheduling phone, email, and Zoom calls for interviews
- Fact-checking and researching for journalistic integrity
- Attending in-person press events (NYC, tristate area)
- SEO research for online articles
- Creating marketing reports using GA4, Excel
- Recording, editing, and publishing podcasts using Adobe Podcast (Beta), Audition
- Hosting sponsored webinars
- Creating quizzes using CredSpark
- Editing content using Foleon
- Curating and reviewing newsletter content

Chinkilla

Content Marketing Manager, Co-Founder

January 2020 - January 2024 (4 years 1 month)

- Copywriting, editing, and translating website content
- Planning social media content and marketing
- Managing Meta Business account and Google Ads
- Creating content and copy for ads and social media
- Managing website and blog SEO
- Creating and managing Mailchimp newsletters
- Analyzing data for Shopify, social, and ad performance
- Leading project management (Asana, Trello)
- Planning and hosting events
- Corresponding with customers

Inspire

5 years 4 months

Sponsored Content Manager

November 2019 - January 2024 (4 years 3 months)

New York City Metropolitan Area

- Creating content calendar and setting publishing deadlines
- Managing writers' assignments
- Proofreading, editing, and fact-checking articles
- Providing ad copy for sponsored ads
- Using SEO tools for content strategy
- Implementing keywords and best practices in articles
- Editing legacy articles for consistency with current standards
- Publishing articles and landing pages in CMS
- Maintaining in-house style guide

Content Consultant

October 2018 - November 2019 (1 year 2 months)

- Copywriting and editing for member growth initiatives
- Building Inspire treatment outlines
- Researching SEO
- Reviewing references
- Evaluating and re-writing for quality and consistency
- Providing writer notes and feedback
- Maintaining style guide

BlueRoo

7 years 7 months

Content Manager

September 2015 - February 2019 (3 years 6 months)

- Hiring, training, and managing the content team
- Creating Facebook ads and marketing content
- Setting content standards (in-house style guide)
- Providing ad hoc reports using SQL and MixPanel
- Managing blog and social media
- Project & task management (Asana, Trello)
- Helping data science team improve eCommerce chatbot (English)
- Supervising SEO-related projects
- Creating dev tickets to improve efficiency of CMS
- Editing promotional videos for clients and social
- Recording English voiceover for instructional and promotional videos

- Maintaining product taxonomy

Web Content Editor

August 2011 - September 2015 (4 years 2 months)

- Editing and proofreading content for website and SEO
- Publishing posts to site blog and social media platforms
- Conducting departmental and interdepartmental meetings between MENA and California offices
- Assisting product manager
- Creating JIRA tickets for development team
- Writing business requirement documents
- Testing new features on staging and admin sites for QA
- Technical documentation of web applications
- Creating data reports using SQL

Education

University of Jordan

Bachelor of Arts - BA, English Language and Literature,
GPA 3.8 · (2007 - 2010)