

Sarah Kroger

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Digital portfolio: <https://sarahkroger.journoportfolio.com>

EXPERIENCE

Columbus REALTORS® — Columbus, OH

Digital Communications Specialist

January 2023-present

- Research, write, and manage content for email campaigns sent to over 10,000 commercial and residential members with an average monthly open rate of 55-57% in 2023
- Spearhead social media initiatives for all platforms, with a primary focus on the “That’s Who We R” campaign, creating an Instagram reel that received 5.2K views and resulted in 500 new followers
- Staff writer and photographer for *In Contract* magazine, the official publication of Columbus REALTORS®
- Successfully learned and proficiently utilize a new CMS system, becoming the sole editor responsible for managing and updating the company’s website, ensuring timely and accurate content publication while maintaining site functionality and user experience standards
- Serve as the staff liaison to Columbus REALTORS® Young Professionals Network of over 1,000 members, gaining over 200 members through promotional initiatives and organized events within budget in 2023, resulting in winning both Ohio REALTORS® 2023 Network of the Year and National Association of REALTORS® 2023 Large Network of the Year

The Ohio State Wexner Medical Center — Columbus, OH

Marketing Writer Intern

May 2022-August 2022

- Conducted research and interviews with ten health care professionals to write blog-style, ghost-written articles that translated complex health topics into layman’s terms for target audiences of 200,000+, generating 10,000 unique website visits per month
- Drove target audiences to Wexner Medical Center content by utilizing On-page and Technical SEO (search engine optimization) tactics such as meta descriptions, keywords, meta titles, mobile-friendliness, images, and headers with results of helping increase web traffic by 25%

Elevance Health (Previously known as Anthem, Inc.) — Columbus, OH

Communications Marketing Writer Intern

May 2021-August 2022

- Co-led the creation of content from start to finish for traditional print and digital marketing mediums, including email, direct mail, and digital microsites, engaging 32 million members seeking guidance
- Collaborated with business senior leadership, graphic designers, project managers, and marketing managers to develop engaging copy strategy backed by data insights and research that met customer needs and delivered KPI results
- Composed the first draft and continued as the writer in the revision process of a health and wellness campaign involving a brochure, flyer, and email newsletter to be viewed by one million Anthem members with results of 2x more sustained app usage, 1.5x more program engagement, and a 7% increase in user registration

Battelle — Columbus, OH

Technical Writing Intern and Decontaminations Specialist

May 2020-January 2021

- Initiated, planned, and wrote a technical training manual from SOP (standard operating procedure) materials that was implemented in 35 other sites across the nation and decreased technician errors by 20%
- Developed a data tracking system utilized to help streamline Decontamination Operations to be implemented at 40 sites across the nation for future data insights and research

EDUCATION

The Ohio State University – Columbus, OH

Bachelor of Arts

August 2022

- Strategic Communication major, Minor in Professional Writing