

# Sarah Kroger

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

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## SUMMARY

Cross-functional, engaged team member with a knack for thinking outside the box and a passion for accessible, credible, and intentional communication methods. Demonstrated ability in developing multi-channel executions to ensure that creative collateral materials and programs are effective in achieving campaign/market objectives and are completed within agreed timeline and budget.

## EXPERIENCE

### **The Ohio State Wexner Medical Center** — Columbus, OH

#### *Communications Writer Intern*

**May 2022-August 2022**

- Conducted interviews with health care professionals to craft brand-compliant, ghost-written articles that translated complex health topics into easy-to-digest formats for target audiences, generating 10,000 unique website visits per month
- Revised outdated website content by fact-checking and utilizing On-page and Technical SEO (search engine optimization) trends to increase the traffic of upcycled articles by 15%
- Spearheaded social media campaign tactics for therapy dog visitation program “Buckeye Paws”, creating a TikTok video that received 79.1K views and led to a 10% increase in program donations

### **Anthem, Inc.** — Columbus, OH

#### *Marketing Writer Intern*

**May 2021-August 2022**

- Developed content creation from strategy to execution for traditional print and digital marketing mediums, including email, direct mail, and digital microsites, engaging 32 million members across five lines of business
- Collaborated with business senior leadership, graphic designers, project managers, and marketing managers to develop brand-compliant, engaging content that met customer needs and delivered KPI results
- Composed the first draft and continued as the writer in the revision process of a national health and wellness campaign brochure, flyer, and email newsletter intended for 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 Decontamination Specialist*

**May 2020-January 2021**

- Operated and oversaw the machinery and technology to effectively decontaminate N95 masks during the COVID-19 pandemic
- Initiated, planned, and wrote a technical training manual from SOP (standard operating procedure) materials that was implemented in 35 other sites and decreased technician errors by 16%
- Developed a data tracking system utilized to help streamline Decontamination Operations to be implemented at 40 sites across the nation for future records on data insights and research
- Wrote, designed, and scheduled a weekly newsletter through Mailchimp to update hospital clients on decontamination services and program progress, with an open rate of 27%

## EDUCATION

### **The Ohio State University** – Columbus, OH

#### Bachelor of Arts

- 3.6 cumulative GPA, Dean’s List [six semesters]
- Strategic Communication major, Minor in Professional Writing
- Gamma Iota Sigma business fraternity Marketing Coordinator