

SARAH KOVAC

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EDITOR

I am an experienced commerce content writer and editor specializing in affiliate marketing content for aging and disabled readers. My expertise is in consumer-facing product reviews, roundups, and buying guides. I love the SEO-optimization game, because I enjoy seeing results and finding what works. Authenticity and an approachable tone make my writing accessible and welcoming to a readership that, unfortunately, is often ignored.

I'm an award-winning author, and I've demonstrated success at juggling multiple editorial projects across a variety of platforms. I excel at research, brand interviewing, and public speaking. I am a clear communicator who has a track record of building strong working relationships with peers, clients, and stakeholders to build up resources with buy-in across the organization.

KEY SKILLS

Feature Writing | AP Style | E-Commerce | Content Management Systems | SEO | WordPress | Trello | Trackonomics |
Airtable | Semrush | Canva | Adobe Creative Suite | Affiliate Marketing

PROFESSIONAL EXPERIENCE

Reviewed, USA Today | (Remote) Cambridge, MA

August 2018 - November 2024

EDITOR - Accessibility Commerce, March 2021 – November 2024

Built entire vertical from the ground up, which involved creating content roadmaps, mission statements, proposals to management, copywriting, and more.

- Created accessible product reviews and guides tailored to the needs of aging and disabled readers.
- Developed section goals and direction through content roadmaps, SEO research, demographic research, competitor analysis and managed articles from brainstorm to publication.
- Delivered clean copy that leveraged SEO best practices and effective CTAs.
- Proofread for accuracy and readability.
- Maintained relationships with brands and found and nurtured a stable of diverse freelance writers.
- Co-hosted an awards ceremony and panel recognizing the best adaptive products at CES.

EDITOR – Smart Home Content, March 2019 - March 2021

Hired one staff writer and multiple freelancers and delivered clean copy aligning with the outlet's friendly voice.

- Ensured all articles in my vertical were free of errors and in compliance with house style.
- Managed the editorial calendar and built and maintained relationships with brands.
- Cultivated innovative ideas and editorial directions.

STAFF WRITER – Smart Home Content, August 2018 - February 2019

Wrote smart home coverage and sought out the newest, most intriguing products to cover while developing relationships with brands.

- Wrote reviews and features in the smart home space.
- Delivered articles on time and free of errors.
- Delivered multimedia assets to embed in articles and for use in social posts and newsletters.

Value Penguin/LendingTree | Remote**February 2022 - Current****UPDATES EDITOR; TOP EDITOR (Freelance)**

Combed through Value Penguin's articles to fact-check claims about insurance and general finances, lower overall reading level, correct grammatical and spelling errors, and adhere to the outlet's more formal voice.

- Found ways to enhance SEO.

Dephion | Remote**July 2019 - March 2020****UX CONTENT EDITOR, (Freelance)**

Edited text for smooth dialog flow and ensured app navigation was intuitive.

- Corrected errors in grammar and spelling and aligned text with the voices of several people.

News-Press & Gazette Co. | Remote**January 2018 - May 2018****DESIGN INTERN**

Streamlined design process, created InCopy templates for future design use and copyedited articles.

- Optimized the filing system on the server.
- Collaborated with clients to ensure their satisfaction with the finished product.

FREELANCE WRITER, EDITOR**January 2015 - August 2018**

Worked on a freelance basis for the following outlets and more: USA TODAY, PCMag, TIME, Yahoo, Wirecutter, GOOD, LendingTree, Prevention, Reviews.org, The Atlantic, Good Housekeeping, Woman's World, and CNN.

PUBLISHED AUTHOR**September 2017**

Worked with a brick-and-mortar publishing house to release my award-winning memoir. Worked with developmental and copy editors and developed copy for branding purposes.

- Established a stronger social media presence and developed content for ad copy, the book cover, interviews, and more.
- Established a website, blog, and email newsletter to increase my audience size.

INSPIRATIONAL SPEAKING | USA, Canada**January 2010 - January 2020**

Packaged engaging multimedia presentations, found stories, quotes, and visuals that supported my message, and left the audience inspired and empowered.

EDUCATION**Bachelor of Arts (B.A.) in English**

Missouri Western State University | St. Joseph, MO