

Sarah
Kovac

Professional Summary

Seasoned writer and editor with over 15 years of experience with diverse creative organizations and writing styles. Skilled at completing multiple simultaneous editorial projects and distilling complex topics into accessible content. Able to research and write with authority about new topics. Comfortable representing a brand in interviews and on stage.

Experience

Accessibility Editor

Reviewed / USA Today

March 2021 – Current

Sarah was tasked with building this entire vertical from the ground up, and the coverage had 315% growth in search in 2023. She also:

- Handles media and PR requests
- Develops section goals and direction
- Creates and guides editorial strategy
- Proofreads for accuracy and readability
- Researches and improves SEO in content and metadata
- Manages editorial calendar
- Maintains relationships with brands
- Finds and nurtures a stable of diverse freelance writers

UX Editor

Dephion (Freelance)

July 2019 - March 2020

Dephion was developing an app focused on employee wellbeing. The company hired Sarah to:

- Edit text for smooth dialog flow
- Ensure app navigation was intuitive
- Correct errors in grammar and spelling
- Align text with the voices of several personas

Smart Home Editor

Reviewed / USA Today

March 2019 - March 2021

As the smart home editor, she enjoyed the challenge of finding/testing/writing about the coolest tech available. In this role, Sarah:

- Hired one staff writer and multiple freelancers
- Ensured all articles in her vertical were free of errors and in compliance with house style
- Managed editorial calendar

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Skills

- UX Content
- InDesign
- Airtable
- AP Style
- Chicago Manual of Style
- Content management systems
- Managing freelancers
- WordPress
- Photoshop

- Built and maintained relationships with brands
- Cultivated new ideas and editorial directions

Smart Home Staff Writer

Reviewed / USA Today

August 2018 - February 2019

Sarah was the company's first remote editorial employee and the first staffer dedicated to smart home coverage.

In this role, she:

- Sought out the newest, most intriguing products to cover
- Developed relationships with brands
- Wrote reviews and features in the smart home space

Design Intern

News-Press & Gazette Co

January 2018 - May 2018

In her college internship, Sarah:

- Streamlined design process
- Created templates for future design use
- Copy edited articles
- Optimized filing system on the server
- Worked with clients to ensure their satisfaction with the finished product

Freelance Writer and Editor

January 2015 - August 2018

Sarah has worked on a freelance basis for the following outlets and many more:

- USA TODAY
- TIME
- Wirecutter
- GOOD
- LendingTree
- Prevention
- Reviews.org
- The Atlantic
- Good Housekeeping
- Woman's World
- CNN

Inspirational Speaking

January 2010 - January 2020

Nationwide and in Canada

Sarah's background in inspirational speaking has uniquely prepared her to deal with the media, represent a brand, and be an encouragement to her coworkers. When public speaking, she:

- Packaged engaging multimedia presentations
- Found stories, quotes, and visuals that supported her message
- Left her audience inspired and empowered

Education

Bachelor's Degree in English

2018

Missouri Western State University

- Worked as the editor of the Opinions section and completed layout for that section
- Excelled in publication design, technical writing, and copy editing studies
- Internship in magazine layout/copy editing
- Emphasis in English, journalism, and language/literature

Referrals upon request

