

Sarah Kovac
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Health, Tech, and Review Editing/Writing

I'm currently the [accessibility editor](#) at Reviewed.com, a division of USA Today. Previously, I led Reviewed's **smart home** coverage, and I also freelanced for several years at outlets like [Prevention](#), [TIME](#), [GOOD](#), AllParenting, SheKnows, and [CNN](#) covering health, **parenting**, and tech topics. I freelanced regularly with Reviewed and PCMag in the tech review/features space to cover family, **health** gadgets, software, and **general tech**. I am adept at finding the newest and most interesting products (often before they are released to the public), assigning and editing **SEO-optimized** articles, **managing** staff writers and freelancers, communicating with creators about the product specs and future plans, rounding up the **best products** in a category, and making sure I submit and publish the most polished **review or feature** possible. Here are links to my [PCMag articles](#) and [current Reviewed articles](#).

Professional Experience

I have worked as an editor (developmental and copy) for several books as well as in my journalism internship and during my stint as an editor at the college paper. I have worked with both AP and Chicago styles, but I am intimately familiar with the AP Stylebook and very much enjoy editing in any capacity.

Accessibility Editor: March 2021-Present

Reviewed

Responsibilities:

- Building a stable of diverse freelancers
- Developing research-informed content plans
- Managing editorial calendar
- SEO research and optimization
- Building network of diverse freelancers
- Publishing accessibility content that is sensitive and helpful
- Collaborating with other sections on cross-vertical content

Smart Home Editor: March 2019-February 2021

Reviewed

Responsibilities:

- Assigning SEO-rich articles
- Managing one staff writer and multiple freelancers
- Ensuring all articles in my vertical are error-free and in compliance with house style

- Managing editorial calendar
- Maintaining relationships with brands
- Cultivating new ideas and editorial directions

Smart Home Staff Writer: August 2018-February 2019

Reviewed

Responsibilities:

- Creating and maintaining relationships with smart home brands
- Writing regular smart home features and longform reviews
- Entering articles in the CMS, source and edit images

Freelance Journalist/Author: Fall 2013-Fall 2018

Prevention, Reviewed, The Wirecutter, GOOD, PCMag, TIME, The Atlantic, Good Housekeeping, SheKnows, Woman's World, CNN, Mom.me, AllParenting, and more

Responsibilities:

- Submitting pitches
- Contacting expert sources
- Submitting work via a Content Management System (CMS)
- Hyperlinking
- Driving traffic to my articles
- My memoir won me the honor of Best First-Time Author in 2014

Design Intern: Fall 2014

News-Press & Gazette Co

Responsibilities:

- Streamlining design process
- Creating templates for future design use
- Copy editing articles
- Optimizing filing system on the server
- Working with client to ensure their satisfaction with finished product

Inspirational Speaker 2010 – 2016

Nationwide and in Canada

Responsibilities:

- Packaging engaging multimedia presentations
- Finding stories, quotes, and visuals that support my message
- Leaving my listeners inspired and empowered

Opinions Editor: Spring 2006 – Spring 2007

Missouri Western State University

Responsibilities:

- Laying out my section
- Copy editing
- Writing staff editorials
- Procuring other opinion pieces

Technical Skills

- Health, Tech, Science, Parenting, Disability Pieces
 - InDesign
 - SEO
 - Affiliate Content
 - eCommerce Content
 - Reviews
 - Features
 - Management
 - Parsely
 - Semrush
 - Photoshop
 - Newspaper and Magazine Layout/Pagination
 - Copy Editing
 - Developmental Editing
 - Wordpress
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Education

Missouri Western State University 2018

Bachelor's degree with concentrations in journalism and language/literature

- Worked as the editor of the Opinions section and completed layout for that section
- Excelled in my Publication Design class
- Internship in magazine layout/ copy editing
- Return regularly to guest lecture on career development in journalism/publishing

Social Media Profiles

[Linkedin](#)

[Personal Facebook](#)

[Facebook Page](#)

[Twitter](#)

[Youtube](#)