

SARA R. JOLIE

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CORE COMPETENCIES

- Critical Thinking
- Marketing Collateral
- Team Collaboration
- Life-long Learner
- Artistic & Creative
- Detail-Oriented
- Strategic Planning
- User Experience
- Content Writer
- Research & Analysis
- Training Resources
- Editorial & Proofreading

PROFESSIONAL EXPERIENCE

Proposal Writer

06/2022 to Present

Prime Therapeutics, Eagan, MN

Respond to requests for proposals (RFPs) and requests for information (RFIs), ensuring all responses are current, well-written and accurately reflect Prime's key messages, products and services.

- Manage all aspects of RFPs from initial strategy meeting to submission and collaborate with internal and external stakeholders to support Prime's sales objectives
- Create responses to proposal questionnaires using the RFPIO proposal software, interviewing subject-matter experts (SMEs), and conducting research; drive the receipt of cross-functional responses to ensure timely and comprehensive completion of required responses
- Proofread and edit database records for grammar, punctuation and spelling errors
- Organize and facilitate meetings throughout the year with sales and account teams to ensure RFP responses effectively and accurately represent the varied and unique products and services of each Blue Cross Blue Shield plan

Technical Writer

01/2020 to 06/2022

AllianceRx Walgreens Prime, Orlando, FL (Remote)

Collaborated with SMEs to develop and maintain standard operating procedures, work instruction guides, quick reference guides and forms for the Specialty Pharmacy and Mail Service Pharmacy Operations.

- Managed the content management system including identification, approval, distribution and obsolescence of controlled documents
- Proofed controlled documents for readability, punctuation and grammar
- Updated documents for consistency with new style guides/templates
- Created accreditation overviews and training resources

Marketing Analyst (Contract)

09/2019 to 01/2020

AmesburyTruth, Owatonna, MN

Assisted with marketing and technical writing projects.

- Produced white papers, sell sheets, magazine ad text, and infographic content
- Researched, organized and analyzed market and competitor information
- Considered a variety of stakeholder input while composing external and internal communications
- Developed marketing strategy and content for email marketing campaigns

Marketing & Administrative Assistant

02/2016 to 08/2017

Larry Schultz Organic Farm, Owatonna, MN

Provided business management support and directed marketing efforts.

- Provided quality control and created training resources for suppliers to ensure compliance with organic regulations
- Managed supply chain activities including purchasing, inventory management, and new product development
- Defined company brand and developed marketing strategies consistent with the brand
- Designed an array of print marketing tools, including brochures, rack cards, banners, logos, and signs

Proposal Writer

05/2015 to 02/2016

Mackin Educational Resources, Burnsville, MN

Positioned Mackin as the best solution to bid requests for school library digital and print materials.

- Collaborated with all levels of the organization to develop competitive, targeted responses to bid requests, including joint proposals with other companies
- Devised, implemented and evaluated marketing efforts to maximize sales from existing contracts
- Constructed tailored email marketing campaigns and sales presentations
- Communicated marketplace developments and competitor intelligence to key decision makers
- Organized, researched and created documentation relating to customer technological requirements
- Researched and posted material for social media marketing

Paraprofessional-Special Education, Rtl

08/2012 to 02/2014

Medford Public Schools, Medford, MN

Conducted in-depth research, analysis, and testing of Response to Intervention program, playing a key role in the development and enhancement of service provisioning in meeting special needs of students.

- Worked collaboratively with all levels of the organization
- Managed and coordinated assessment of up to 160 students to identify needs, abilities, and positioning academically, socially, and psychologically
- Used critical thinking skills to further research software and resources to formulate recommendations and inform planning and resource development
- Participated in meeting with resource users and professional partners to evaluate service provision, identify customizable program elements, and perform ongoing monitoring, evaluation, and development
- Simplified and communicated complex information to other staff and students

Owner & Piano Teacher

2003 to 2012, 2021 to Present

Expression Music Studio, Owatonna, Sauk Rapids, Lakeville, MN

Built successful business delivering music tuition, including at community locations, preschools, camps, and churches.

- Developed and maintained positive customer and vendor relations along with leading strategic business and marketing planning and implementation that significantly grew client base
- Created an array of traditional marketing collateral including brochures, flyers, signs, and displays along with online marketing initiatives such as e-mail marketing, Facebook, and blogs
- Designed and managed website including SEO content, significantly increasing traffic to gain a top-3 ranking on Google search
- Organized and participated in a variety of events, delivering presentations and performances to enlarge marketing reach and raise brand awareness
- Expanded business to include Kindermusik, voice lessons, and a computerized music lab
- Collaborated with other music professionals and community education to bolster studio offerings
- Processed incoming phone calls from prospective clients

EDUCATION**CERTIFICATES | Association for Talent Development**

2019

- Adult Learning Certificate
- E-Learning Instructional Design Certificate
- Change Management

**GRADUATE COURSES | Minnesota State University, Liberty University & Crown College
Marketing (MBA track), Technical Communications & Health Informatics**

2014-2019

Strategic Planning | Foundations of Leadership | Information Technology Management | Legal Issues in Business | Organizational Behavior | Managerial Economics | Financial Management | Biostatistics | Health Informatics | Health Policy & Ethics | Strategic Marketing Management | Marketing Research | Media Technologies & Communication Strategies | Topics in Technical Communication (Medical Writing) | Technical Documentation, Policies, and Procedures

BACHELOR OF SCIENCE – RELIGIOUS STUDIES (Valedictorian) | Pillsbury College

2003