

Donna Sarkar

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PROFESSIONAL SUMMARY

Journalist and Digital Content Specialist with 6+ years of experience writing for top outlets including *Discover Magazine*, *Glam*, and *Health Digest*. Skilled in SEO, science writing, and social media content creation. Adept at translating complex topics into accessible, engaging content that drives audience engagement and traffic.

EDUCATION

Marquette University - *Bachelor of Arts in Communication*

AUGUST 2016 - MAY 2020

Honors: *Marquette University Honors Program, cum laude*

Major: **Journalism**; Minor: **Psychology and Communication Studies**

EXPERIENCE

Static Media - *Freelance Features Writer*

NOVEMBER 2022 - PRESENT

- Research and write comprehensive weekly feature stories for [Health Digest](#), [Glam](#), and [Women.com](#).
- Utilize SEO links and best practices to create high-quality content that upholds Static Media's editorial strategy and publishing standards.

Discover Magazine - *Digital Content Coordinator*

JANUARY 2021 - APRIL 2022

- Wrote weekly science news and feature stories with a focus on psychology for [Discover Magazine](#).
- Interviewed subject matter experts and simplified complex scientific information for general audiences.
- Managed Discover's social media presence across platforms, increasing engagement and web traffic by 10% through SEO-optimized content and targeted posts.
- Created timely, relevant posts to align with trending science topics and events.

O'Brien Fellowship in Public Service Journalism - *O'Brien Intern*

SEPTEMBER 2019 - DECEMBER 2020

- Collaborated with Milwaukee Journal Sentinel's James Causey on an investigative reporting series examining eviction, incarceration, and racial inequality in Milwaukee.
- Conducted background research, sourced data, and interviewed impacted community members.
- Contributed to actionable reporting that supported advocacy for low-income residents facing eviction.

Dynamic Solutions Worldwide, LLC - *Digital Marketing & Social Media Intern*

JUNE 2019 - AUGUST 2019

- Created and scheduled content across Facebook, Twitter, Pinterest, and Instagram.
- Applied SEO strategies to boost website search visibility.
- Assisted in developing and optimizing digital ad campaigns.
- Generated weekly and monthly analytics reports for social media and website performance tracking using Google Analytics.

Marquette Wire - *Assistant News Editor*

JANUARY 2019 - MAY 2019

- Edited and assigned news stories, ensuring adherence to journalistic ethics and accuracy.
- Wrote weekly articles focusing on minority issues on campus.
- Co-hosted and coordinated *Down to the Wire*, a weekly talk show featuring staff discussions on current events.
- Reported on news stories from August 2018 to January 2019 prior to editorial promotion.