

Sarah Boyle

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SUMMARY

Creative leader and writer with a lifelong passion for all things related to books, storytelling, and mission-driven work. Proven track record of tackling quickly-growing responsibilities; creating compelling content; communicating complex ideas in clear, simple language; and leading, managing, and strengthening the writing of others. Known for leading with integrity, logic, and compassion; excellent oral and written communication skills; and an organized, get-it-done approach.

- Writing and copywriting of all kinds
- Initiating and leading projects
- Collaborating/relationship building
- Managing and training
- Editing and providing feedback
- Creative problem solving
- B2B and B2C marketing and communications
- Creating content
- Google Suite, Mailchimp, Flodesk, WordPress, Webflow, Ahrefs, Clearscope, Slack

EXPERIENCE

Smartrr — New York, New York

2/2023 - Present

Content Marketing Manager

(Shopify subscription software start-up built to drive recurring revenue and maximize customer lifetime value for small to midsize eCommerce brands)

Responsible for developing an SEO-driven content strategy and a brand voice for the company, which entails: writing and optimizing blog content and contributing to partner eBooks; identifying keyword opportunities in Ahrefs; writing competitive one-pagers; writing press releases; writing and managing content across social platforms (LinkedIn, Twitter, and Instagram); creating assets in Figma; conducting interviews with clients to create case studies; editing marketing associate's content, and ghostwriting for the CEO for publications such as Forbes and Entrepreneur.

- Created a robust content calendar and dynamic content strategy within 30 days of starting
- Doubled overall number of keywords in a few months, including doubling keywords on page one and overall impressions
- Ranked on page one for Smartrr's biggest competitor's brand name, resulting in high-quality leads
- Created a social campaign that became the company's best-performing content and is now a weekly series
- Drove meaningful leads with independently-created eBooks and partner co-marketing initiatives
- Wrote content that powered successful paid ads
- Created a LinkedIn strategy and ghostwrote high-performing posts for Smartrr's leadership team

The Hoboken Girl/The Montclair Girl — Hoboken, New Jersey

4/2022-11/2022

Senior Editor

(Hyperlocal media sites with more than 130,000 followers, covering: local news; business profiles, and lifestyle topics such as travel, beauty, fitness, food, etc)

Responsible for all content on two websites in different regions, which entailed: writing or assigning all articles; generating content ideas or vetting those of others; editing, fact-checking, and improving SEO in all articles; tracking and covering breaking news; utilizing trending searches to inform content; and monitoring traffic via Google Analytics to make strategic content decisions.

- Quickly grasped the nuances of two vastly different audiences in order to generate audience-specific content
- Vetted, hired, trained, assigned articles to, and edited all submissions from more than 20 freelance writers
- Formed mutually-beneficial partnerships with local influencers, businesses, and sponsors

- Managed and coached interns and an editorial assistant, who received a promotion under my mentorship
- Created a feedback system highlighting the most effective articles to educate and motivate freelancers
- Helped grow audience on social media, Flodesk, and the two websites
- Responded to emails from readers on both sites, calming reactions and maintaining readership
- Tailored articles and contributed video content for optimal performance on social media
- Highlighted inefficiencies and causes of employee burnout to management, providing actionable solutions

Writopia Lab — New York, New York

1/2020-4/2022

Program Administration Manager & Creative Communications Assoc., Instructor, Litmags Editor-in-Chief

Community Engagement & Creative Communications Assoc., Instructor, Litmags Editor-in-Chief 12/2020-4/2022

Senior Editor of Litmags 9/2020

Registration Coordinator, Instructor 1/2020-12/2020

(Non-profit that fosters joy, critical thinking, and literacy in children of all backgrounds through creative writing)

Responsible for teaching and curating curriculum for writing workshops for kids ages 4-18; managing a registration team with two direct reports; writing, designing, and managing Mailchimp emails to market to 40,000 people; helping write, organize, and plan social media campaigns; editing kids' submissions and curating quarterly magazine; and helping enroll writers in workshops.

- Quickly and consistently given increased responsibility, scope of work, and leadership roles
- Consistently requested by my students for workshop re-enrollment
- Created and co-led a fiction editing seminar for the fiction department of J-Girls Magazine
- Wrote and designed an email blast that resulted in one of the largest single donations ever
- Managed and trained Litmags interns
- Created and implemented a streamlined submissions process for the online literary magazine
- Trained and managed new registration team members during our busiest season
- Pitched and created a Mandated Reporter manual for Writopia educators, currently used for training

Langtons International Agency – New York, New York, **Intern**

6/2019-8/2019

Responsible for reading manuscripts and providing editorial feedback and next-step recommendations

Sydney Story Factory — Sydney, Australia, **Intern**

7/2018-11/2018

(Not-for-profit creative writing center for marginalized young people)

Responsible for teaching children from marginalized communities to express themselves through creative writing

Jane Goodall Institute – Vienna, VA, **Roots & Shoots Intern**

5/2017-7/2017

(The youth service arm of the global community conservation organization)

Responsible for producing and editing website copy, program blurbs, training material, and other outreach

EDUCATION

Emory University, Atlanta, GA

December 2019

Bachelor of Arts in English and Creative Writing, Minor in Anthropology; GPA 3.98

Creative Writing Honors Program: Selected by author Tayari Jones to write a novella under her mentorship

Honor Societies: Phi Beta Kappa, Phi Eta Sigma

OTHER

Languages: Proficient in Spanish and American Sign Language

Interests: Avid reader; guitar, piano, and ukulele player; singer/songwriter