

Sara Keats

multidisciplinary UX strategist + content designer

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Experience

Sr. Marketing Manager @ Blink UX

Jan 2018 – Present, Seattle, WA

As a content strategist

- Style guide and voiceover script for OOBE video for large tech company hardware release
- Content strategy support on NASA.gov redesign
- Led product naming workshop for grocery in-store digital experience for a large retailer
- Contributed to concepting for interactive ad experiences for large voice assistant

As a marketing lead

- Assessed the agency's content ecosystem (via competitive analysis, user interviews, and keyword analysis), identified gaps, and created plans to meet identified needs
- Developed and directed content requirements and templates for a complex system of sales enablement tools and client deliverables
- Helped drive 44% (2019), 10.7% (2020), and project 11% (2021) growth in sales by increasing efficiency and impact of the marketing program and supporting key accounts initiative
- Interviewed SMEs and developed content on their behalf, and led the creation of content
- Collaborated with other writers, user researchers, SEO/SEM vendors, and stakeholders

Freelance Content Strategist @ Various

Mar 2019 – Present, Remote/Seattle, WA

- Brand guidelines, content strategy, and UI writing for Aperture (with Form Design Studio)
- Social media style guide for large real estate client (with Form Design Studio)
- Brand development and content strategy for Form Design Studio.
- Identity development, brand storytelling, and crafting education materials for Fearless Foundry, a marketing agency for women-owned accountants

Marketing Manager @ Encore Media Group + City Arts Magazine

Oct 2015 – Jan 2018, Seattle, WA

- Led marketing and sales enablement for Encore Media Group, a regional arts and culture company that produces print and digital publications, including guides to the Seattle International Film Festival and Vulcan's Seattle Art Fair
- Co-created style guides for new digital products, including the Art Fair Guide and Current

Education

Masters in Communication Leadership, University of Washington

Anticipated Graduation May 2022, Remote/Seattle, WA

- Coursework includes: 501 Communities and Leadership; 502 Narratives and Networks; 510 Decision Science for Content Strategy; 515 Rhetorical Criticism; 535 Audio Storytelling
- Developing a research thesis on lessons from parasocial relationships with podcast hosts for voice UI

Bachelors of Humanities and Arts, Carnegie Mellon University

May 2013, Pittsburgh, PA

- Dual degree in dramaturgy and English

Skills

Writing & Editing

SME translation

Copywriting

Revision and editing

Tools

Figma

Mural

Google Suite

Soft Skills

Curiosity

Systems thinking

Leadership without authority