

Sara Kuhlman.

sara.kuhlman@gmail.com // 937.654.9875 // sarakuhlman.com
2028 Sprucewood Ct. Mount Pleasant, SC 29466

Education & Expertise.

Bachelor of Science in Journalism

Indiana State University (August 2004 - August 2008)

Digital design & front-end development: Adobe Xd, Photoshop, InDesign + HTML5, CSS3, Bootstrap. WordPress, SiteFinity. Animated video creators.

Global digital marketing: UX research, heat maps, GA. Content creation/editing, social media management. Email marketing tools - Pardot & Eloqua. Branding.

Experience.

Digital Designer // Midmark

Charleston, SC - remote from Dayton, OH (August 2015 - June 2017)

- Designed wireframes, prototypes and developed responsive landing pages for international market-leading product launches.
- Researched and redesigned landing page template, eliminating erroneous lead form submissions and saving sales reps wasted inquiries. Redesigned further areas of the site with poor UX, broken code, or inconsistent style to create an accessible UX.
- Received leadership award for role in recreating Midmark's lead forms, a project requiring immense collaboration that ultimately gave more qualified leads to our sales reps and created a more focused, consistent user experience for customers.
- Initiated effort to unify global branding, translations and product placement. Trained designers in European office and helped build global regional sites.

Web Manager // Horizons Women's Healthcare

Dayton, Ohio (November 2014 - August 2015)

- Managed marketing and social strategy, served as chief content creator.
- Redesigned and transitioned two existing websites from Joomla! to WordPress.
- Created two additional WP websites to promote standalone products.

Social Media Editor // The British Medical Association

London (August 2013 - September 2014)

- Managed social campaigns and increased followers on social accounts for the British Medical Association by 25,000 in less than a year.
- Created innovative presentations of content to engage the Association's 154,000 members, such as podcasts, multimedia video stories for YouTube or interactive graphs made with Google Fusion Tables.
- Provided digital design expertise as a council member of The BMA's brand overhaul.

Sara Kuhlman.

sara.kuhlman@gmail.com // 937.654.9875 // sarakuhlman.com
2028 Sprucewood Ct. Mount Pleasant, SC 29466

Experience, continued.

Web Designer & Editor // PR Newswire Europe

London (March 2010 - August 2013)

- Designed 25-30 customized multimedia websites per month for high-profile global clients in every sector, sent to a readership of more than 8 million.
- Awarded PRN's Top Performer Award in first year and remained in the top three most accurate editors throughout time at company. Self-taught HTML & CSS; promoted within multimedia team twice from entry-level editorial job.
- Created the European office's first editorial style guide to streamline consistency and reduce errors.
- Oversaw expansion of multiple European social accounts and mentored senior UBM staff. Managed and curated content for PR Newswire's Tumblr, company blog and four Twitter accounts, including @prnewswire, an account with 75,000+ followers. Increased Twitter followers by 135% in first six months.

Editorial Intern // Indianapolis Monthly Magazine

Indianapolis (May 2008 - September 2008)

- Ensured accuracy in fact, consistency in style and re-reported for Indianapolis Monthly, a 46,000-circulation glossy city magazine.
- Published front-of-book pieces and small service items for the magazine in addition to creating feature and smaller-interest story ideas in weekly staff meetings.

Editor in Chief // Indiana Statesman

Terre Haute, IN (August 2006 - May 2008)

- Managed staff of 30 editors and reporters for a three-times-a-week, 5,000-circulation newspaper while at university. Trained editors in Adobe InDesign, publication design, AP style and editing.
- Designed every front page, budgeted content for all sections and reported hard news, including local coverage of presidential primary visits by Obama and three Clintons.

Continuing education & volunteer work.

- Certification in UX through University of Michigan (in progress). Free Code Camp Front-end Developer certification (in progress). Lynda courses in JQuery/JavaScript. Member of Girl Develop It. Attended An Event Apart conference in Orlando 2016.
- Big at Big Brothers, Big Sisters in Dayton for 2+ years. Certified pet therapy team with a lucky black cat named Alan since 2015.