

Sara Hill

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2028 Sprucewood Ct. Mount Pleasant, SC 29466

Education

Bachelor of Science in Journalism

Indiana State University (August 2004 - August 2008)

Experience

Digital Marketing Analyst // Sawgrass Inc.

Charleston, SC (Sept. 2017 - current)

- Prioritize and implement iterative redesigns for the website using "top task analysis" methodology, citing heatmaps/recordings, user polls, site search, and Google Analytics.
- Manage content, production and Google Data Studio reports of monthly global email newsletter program, lead generation programs and ecommerce communication.
- Manage localization of web and emarketing content into seven languages.
- Initiated and implemented creation of a full privacy policy and updated lead forms for GDPR compliance, as well as a site migration to https.
- Transitioned basic automation programs into robust lead generation programs which produce SQLs and assist customers throughout their life cycle.
- Researched, implemented and managed multiple vendors and software: Hotjar, Google Tag Manager, Google Optimize, Litmus, and Wrike's proofing tool.
- Redeveloped, designed and continue to test all email templates to ensure accessibility, deliverability and adherence to latest HTML5 standards.

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 promotional page template, eliminating hundreds of erroneous lead form submissions and saving sales reps wasted inquiries.
- 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.

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Experience, continued

Web Manager // Horizons Women's Healthcare

Dayton, Ohio (Nov. 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.

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.