Sarah Matysiak

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Experience

Healthline | RVO Health

Associate Editor, Engagement and Newsletters | July 2024 – Present

- Pitch, write, edit and copyedit articles, newsletters and Daily Dose lessons by working with medical reviewers, copyeditors and designers for a mixed audience of people looking to take charge of their health
- Read and understand scientific research to perform article updates and write newsletters
- Boost KUA, APS, promotion of owned and operated resources, SEO and ranking on the SERP
- Own the flagship follow-up dedicated strategy, aiming to grow our Care Journey list and known users
- Develop the YouTube x newsletter strategy and maintain the YouTube x site strategy, collaborating cross-teams with SEO, Video, Acquisition, Creative/Design and Lifecycle

Healthline | RVO Health

Editorial Intern, Updates | June 2023 – Aug. 2023

- Wrote original, research-backed digital stories for Healthline and Healthgrades
- Updated articles older than seven years with recent research, working with medical reviewers to ensure factual accuracy
- Added decks to over 800 articles to boost their ranking in the SERP

The Badger Herald

Science News Editor | May 2022 – May 2024

- Managed the Science News section, including reporters' assignments and my own, ensuring factual accuracy and adherence to AP Style
- Interviewed scientists and faculty to distill research in layman's terms, mainly reporting on health stories, for an audience of students and campus faculty
- Operated on a newsroom schedule, publishing print and digital stories on tight turnarounds

UW Department of Life Sciences Communication

Lenore Landry Intern | Sept. 2023 – May 2024

- Interviewed LSC faculty to write about science communication research for an audience of students and professionals who visit the department's website
- Copyedited articles published to the department's website

UW Department of Computer Sciences

Science Writer Intern | Oct. 2023 – Dec. 2023

- Interviewed faculty and experts from the research computing field to distill high-level information into layman's terms for an audience of computer scientists and the general public
- Helped boost visibility of the Partnership to Advance Throughput Computing (PATh), an NSF-funded endeavor, with digital stories
- Used GitHub to publish articles across a variety of websites, namely chtc.cs.wisc.edu/news.html

Education

B.S. Microbiology and Life Sciences Communication | University of Wisconsin-Madison 2020 – 2024

Software and CMS

Adobe InDesign | Airtable | Asana | Google Suite | HTML | Microsoft Office | Sailthru | Slack | WordPress