

SARAH MATYSIAK

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Healthline | RVO Health

Associate Editor, Engagement and Newsletters | July 2024 – Present

- Write, edit/update and build content published on-site (healthline.com) and in flagship newsletters covering a range of health topics to help boost actions per session, known user acquisition and promotion of owned and operated resources.
- Serve as a subject matter expert for breast cancer and menopause, pitching and writing articles in both content areas.
- Own the flagship follow-up and dedicated YouTube newsletter email strategy to grow our Care Journey list size and YouTube presence, collaborating cross-teams with SEO, Acquisition and Lifecycle.

Healthline | RVO Health

Editorial Intern, Updates | June 2023 – Aug. 2023

- Wrote original content and updated outdated articles on-site with newer scientific studies, working with the Medical Review team to ensure that the interpretation of studies and facts relayed in articles uphold Healthline's commitment to honest content.
 - Completed 17 article updates and 3 original articles
- Worked on adding decks to existing articles to help boost the ranking of articles in the SERP.
 - Completed over 800 decks
- Sat in on business meetings to learn how RVOH operates as a business.

UNDERGRADUATE EXPERIENCE

The Badger Herald

Science News Editor | May 2022 – May 2024

- Managed the Science News section, including assignments given to writers and of my own, ensuring the factual accuracy of every article published and adherence to AP Style.
- Strengthened the relationship between The Herald and the University of Wisconsin faculty through interviews.
- Operated according to a newsroom schedule, publishing print and digital stories each week consistently and rarely missing deadlines.

UW Life Sciences Communication Department

Lenore Landry Intern | Sept. 2023 – May 2024

- Interviewed LSC faculty and staff to create articles to be viewed by other students and scholars on the department's website.
- Copyedited other articles published to the LSC website.
- Reported to a master's student in the department and the department chair.

UW Computer Sciences Department

Science Writer Intern | Oct. 2023 – Dec. 2023

- Interviewed faculty and experts from the research computing field.
- Wrote articles that distilled interviewees' research into layman's terms for an audience of other experts in the field and the general public.
- Reported to a project manager of the Morgridge Institute for Research.

EDUCATION

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

SOFTWARE AND CMS

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