

## 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, copy editors, and designers
- Read and understand scientific research to include in article updates and newsletters
- Boost KUA, APS, promotion of owned and operated resources, SEO, and ranking on the SERP with site and newsletter tactics
- Own the flagship follow-up dedicated strategy, aiming to grow our Care Journey list size and known users
- Develop the YouTube x newsletter strategy and maintain the YouTube x site strategy, collaborating cross-teams with SEO, Video, Acquisition, and Lifecycle

### Healthline | RVO Health

*Editorial Intern, Updates* | June 2023 – Aug. 2023

- Wrote original content for healthline.com and healthgrades.com, performing background research to inform the articles
- Updated outdated articles with newer scientific research, working with medical reviewers to ensure that interpretations of studies uphold Healthline's commitment to honest content
- 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 the factual accuracy of every article and adherence to AP Style
- Interviewed scientists and faculty to distill research in layman's terms, mainly electing to report on health stories
- Operated on a newsroom schedule, publishing print and digital stories each week on tight turnarounds with little room for delays

### 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
- Used GitHub to publish articles across a variety of websites, namely [chtc.cs.wisc.edu/news.html](http://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