SARAH READDEAN

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EDUCATION
Boston University Boston, Massachusetts   May 2022
B.S. in Journalism, Minors in Astronomy and Public Health

EXPERIENCE
Freelance Social Media and Marketing Positions   Dec 2020 – Present
- **@nursinghomecardproject:** Created a press kit for media and volunteers. Increased Instagram following and engagement.
- **@ohmproductions_:** Schedule Facebook and Instagram posts, market OHM Productions shows to press and donors with email releases and MailChimp campaigns.
- **@rachelbennettyoga:** Schedule Facebook and Instagram posts, produce Reels, and design monthly newsletters.

Alumni & Archival Chair, *Back Bay Publishing Company*   Dec 2020 – Present
- Expand alumni database and communications. Write and distribute a monthly alumni newsletter using MailChimp. Contribute fundraising efforts toward a financial remodel. Archive and publish past articles in a digital format. Mentor current editors and mediate conflicts.

Social Media Newsroom Intern, *NASA Goddard Space Flight Center*   Aug 2021 – Dec 2021
- Wrote social media copy and feature articles to support the work of the Astrophysics, Heliophysics, Planetary, Earth Science, and Technology divisions. Pitched ideas for strategy, content, and larger projects in weekly meetings and collaborated on center-wide campaigns. Weekly assignments included writing trivia for Instagram Stories and Hubble posts for all platforms.

Content Creator Intern, *NASA Glenn Research Center*   Jun 2021 – Aug 2021
- Interviewed several experts in Electrified Aircraft Propulsion and organized collected information to create content for the Center's website and social media.

Multiple Editorial Positions, *The Daily Free Press*   Sep 2018 – Dec 2020
- **Podcast Producer** (– Present)**:** Plan and co-host weekly media-related content for "Is It OK If I Record?" Compile rough cuts of each episode before final production.
- **Managing Editor:** Oversaw the work of 10 section editors. Edited around 15 stories each night. Wrote and scheduled all daily tweets using Twitter Ads Manager.
- **Features Editor:** Edited and fact-checked 13 articles on deadline each week. Published on WordPress. Collaborated with four associates, multimedia and layout editors, and trained new writers.
- **Science Associate:** Generated two weekly science pitches, assisted writers throughout the process.
- **Staff Writer:** Wrote several blogs and science features.

PROJECTS
Mitigating Stigma Surrounding Menstrual Health *(Mass Communication and Public Health)*
- Collaborating on a multimedia public health campaign normalize conversations about menstruation among college students.

@DFPArchives *(The Daily Free Press)*
- Created an Archives Twitter account to highlight Boston University's history in a new way. Curate weekly content.

Analyzing Diction in Quotes in the Atlanta Journal-Constitution between 2016 and 2021 *(Data Journalism)*
- Scraped and analyzed data from all AJC articles published from 2016 to 2021 to create a data visualization and news pitch.

@the_grammar_lab *(Cross Genre Copyediting)*
- Collaborated in a team to write and design Instagram content for @the_grammar_lab, and increased audience engagement.

Black History at BU *(The Daily Free Press)*
- Selected and digitized articles dating to 1970 about diversity and racism at Boston University.

LEADERSHIP
Vice President, Secretary, Society of Professional Journalists, Boston University Chapter   Jan 2019 – Present
Liturgical Committee Chair, Boston University Catholic Center   Jun 2021 – Present
Women's Bible Study Leader, Fellowship of Catholic University Students, Boston University   Feb 2022 – Present

SKILLS
Journalism: News and Feature Writing, Science Communication, Audio Stories, Interviewing, Copyediting, Fact-Checking, AP Style
Technology: Social Media, Microsoft Office, Adobe Creative Suite, WordPress, MailChimp, Sprinklr, Advanced Excel, Databases,
Interpersonal: Leadership, Mentorship, Collaboration, Project Management, Adaptability, Problem-Solving