

Sarah Bizri

Content Designer/UX Writer

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Content Designer seeking a new full-time role. Skilled in developing compelling content on a deadline while maintaining brand voice, tone and style. Data-driven with a passion for the user experience. A collaborative, quick learner who strives to build meaningful online interactions.

Technical skills

UX writing	Editing
UI writing	SEO
Prototyping	Paid search
Copywriting	Ustertesting
A/B Testing	
User experience	
Data analysis	
Design thinking	
Strategic design	
User research	
Content strategy	
Web content writing	

Soft skills

Active listener	Storyteller
Creative	Empathetic
Dependable	Organized
Adaptable	Flexible
Problem solver	Leader
Collaborator	Attentive
Strategic thinker	Inclusive
Agile worker	Patient
Accuracy driven	
Emotional intelligence	

Design & Web. tools

Figma	Invision
Miro	Asana
Jira	Slack
Confluence	Illustrator
InDesign	Looker
Ditto	Canva

Experience

Red Ventures

Content Designer 8/22/2021 -Present

Associate Copywriter 11/5/2019 -8/22/2021

- Promoted for performance, work ethic and cultural contribution
- Led content strategy for RV-run sites during Hughesnet's J3 rebrand, including personalized landing page experiences, paid search, cart and SEO presences
- Led content strategy for CNET Shopping browser extension including UX/UI content, email, promotional and paid search
- Collaborates with designers, SEO, analysts, developers and editors to write UX content for CNET, including page redesigns, A/B testing and improving accessibility
- Writes microcopy, buttons, error messages and navigational menus
- Performs content audits and provides content strategy guidance aimed at improving accessibility, usability and retention
- Develops persona assessments and collaborates on site taxonomy
- Creates prototypes that capture online and mobile content, authenticated spaces and user journey flows
- Experience working with an approvals process including compliance, legal and risk
- User tests the CNET Shopping browser extension to inform UX/UI updates to improve retention and help gain an average of up to 2,000 - 4,000 new monthly active users
- Led content strategy for ZDNET's About page, which secured eight ad campaigns within 30 days of launch
- Used SEO/UX best practices to outrank Verizon's official Fios pages for the 1st position on Google's SERP for eight months; and before holding the 2nd position for six months
- Achieved Google SERP "clean landscape" for four Frontier Communications SEO sites and two paid search sites using SEO/UX best practices
- Collaborated with analysts and designers on email remarketing campaigns that maintained a 60% open rate and 20%-30% CTR
- Sole writer and user tested for Frontier Communications online cart; which findings helped maintain an average of 1,500 weekly online orders

Cedar Design Company

Content Strategist 4/1/2019- Present

- Consults with principal designer on website content and overall UX
- Leads content strategy for website, paid search and social media
- Leads brand voice, tone and style strategy for clients

Education

UNC Charlotte

BFA English | Class 2018

Language & Digital Technology

Art History

Certifications:

Udemy

Writing Tools & Hacks:

Copywriting/Blogging/Content

Writing 2021

Learn Figma - UI/UX Design &

Design Essential Training 2021

SEO for Content Marketers:

Boost Your Rank with Ahrefs

2019

- Develops print content such as brochures, menus and posters
- Collaborates with principal designer on competitor analysis, UX research and SEO strategies
- Audits content strategies and provides recommendations for improved usability, retention and conversion

Springfree Trampoline

Digital Marketing Specialist 7/18/2018 - 4/15/2019

Store Manager 4/1/2017 - 7/18/2018

Store Associate 7/7/2016 - 4/1/2017

- Organically grew the storefront's social media following by 11%
- Social media growth led to high-intent foot traffic and telesales
- Published self-created ads in a local magazine and parenting blogs
- Led new-hire initiatives including resume analysis, phone/in-person interviews and follow-up communication
- Managed storefront and employees
- Organized events around the Charlotte area to display trampolines
- Organized PR outreach for the storefront on parenting blogs
- Managed and organized routes for installation drivers

References upon request