

Hello *I'm Sarah*

Sarah Guy

Sarahnicoleguy@gmail.com

Copywriter, transcriptionist, and editor.

I have continuously navigated a variety of ever-changing digital landscapes while sharpening my abilities. I pride myself on being a creative self-starter, an adaptable storyteller, a quick learner, and a strong communicator who will bring a keen eye and fresh perspective to any role.

On day one I'll join your company with prior experience in these areas:

Slack, Basecamp, Google Analytics, Confluence, Duda, Discord, writing blogs, SEO techniques, Semrush, using a CMS, creating metadata, link building, accessing press sites, AP style, sourcing photos, creating keywords and headlines, writing social media copy, using Smartsheet, utilizing Microsoft products, Google Docs, and more.

WEBSITE: <https://sarahguywriting.com>

PORTFOLIOS: <https://sarahguywriting.com/portfolio>

<https://www.clippings.me/users/sarahguy>

Work History

April 2022 - PRESENT

Freelance Writer

Clients include:

- **Clarity PR:**
Collaborated with the NY managing director on projects, consistently delivered high-quality work within tight turnaround times, synthesized big picture ideas in order to create intentional and effective content for clients.
- **Inquisitr.com:**
Produced 50+ informative and shareable true crime articles, conceptualized interesting headlines to drive traffic and engagement via Google search results and social media platforms, independently edited articles, wrote descriptive image tags to enhance accessibility and SEO, edited photos for publication and made specific choices in order to enhance visual storytelling.
- **Copywriter and content writer (SEO, editing, and strategizing):**
Create engaging content for clients around the US, authored hundreds of unique blogs in order to increase visibility, serve as a subject matter expert, plan and manage content, conduct keyword research, develop strategies, edit my own work, produce descriptive metadata.

August 2013 - PRESENT

Rev.com - *Transcriptionist (Revver+ level)*

- Transcribed 53,000+ audio minutes with high accuracy and attention to detail.
- Edited and refined transcripts using advanced AI speech-recognition technology, such as Rev's own Line editor.
- Worked independently in a remote environment to deliver completed transcripts within strict deadlines.
- Conducted prompt research on diverse topics including business, entertainment, education, politics, law, and more to enhance the quality and accuracy of transcripts.
- Consistently achieved a 100% on-time submission record, meeting or exceeding all project deadlines.
- Received hundreds of positive reviews from satisfied customers.

October 2020 - October 2021

Study.com - *Article Writer*

- Composed long-form articles about degree programs in fields such as journalism and video game design.
- Conducted extensive research to gather pertinent statistics, salary information, and other relevant facts.
- Utilized a CMS for content creation.
- Ensured accuracy and credibility of all included information through diligent fact-checking and proper source citation.
- Edited all of my own work.
- Worked remotely and autonomously.

October 2020 - November 2020

Decision Desk HQ - *Election Reporter*

- Successfully obtained vote tallies from government officials during the 2020 presidential election.
- Entered collected data into the system in real-time, ensuring accuracy and timely reporting.
- Conducted independent research to locate and verify relevant information related to the election.
- Collaborated closely with colleagues to deliver unbiased, straightforward, and concise election results to our audience on election night.

May 2019 - August 2020

International Business Times - *Reporter (editing and digital publishing)*

- Successfully drove traffic and engagement, accumulating over 2 million unique visitors in just 15 months.
- Earned extensive media coverage and was featured in over 175 Google alerts.
- Produced over 1,300 high-quality articles, focusing on entertainment, breaking news, and trending topics.
- Demonstrated exceptional time management skills, delivering 5-6 posts per shift while adhering to tight deadlines.

- Achieved top search results in Google for a wide range of topics and designated as a featured snippet.
- Developed and implemented strategies to create strong and intriguing headlines, leading to increased engagement.
- Navigated a CMS.
- Pitched ideas while working over Slack in a fast-paced digital environment, which sharpened my time management skills.
- Analyzed Google Trends to identify breaking stories and stay ahead of the competition.
- Took initiative in following ongoing stories, providing the latest updates to readers.
- Efficiently managed multiple priorities, remained agile, and adapted to changing needs.
- Utilized Google Data Studio, Chartbeat, and other traffic-based tools to make daily editorial decisions.
- Conducted prompt research in order to produce accurate work.
- Sourced photos from press sites and created unique keywords to improve Google search engine rankings.
- Created content for Twitter and other social media platforms.
- Conducted interviews.
- Adhered to an internal style guide.

December 2018 - May 2019

Andromeda Creative – *Copywriter*

- Developed high-quality copy for businesses across the U.S.
- Created compelling marketing content for social media platforms such as Facebook and Twitter to drive sales and increase visibility.
- Conducted comprehensive medical research to provide accurate and relevant information, ensuring adherence to specific guidelines for each post, including word count, tone, and style requests.
- Utilized Google spreadsheets and docs to effectively organize information and streamline the content creation process.

Testimonials

- "Sarah is a strong writer that can balance sales-oriented language with a conversational, amicable tone with ease. She can turn around copy quickly, and her content will always be well researched, thoughtfully planned, and written with intention. Working with Sarah is the definition of working with a professional."
- "Sarah is honestly a pleasure to work with! She always completes the work I need on-time, and the writing quality is excellent. She always does a good job making the content feel fresh and new, even when she's writing about a topic she's covered before. I would highly recommend her to anyone needing new content for their site."
- "Sarah is great! We've worked together on stories a few times and she's always been smart and funny. Her questions are really thoughtful and provoking. I also love the way Sarah covers pop culture -- she brings not just a reporting of the facts, but also a sense of humor and intelligent observation."

- “We really appreciate all of the content that you produce for the team. Your work was completed with care, each piece made to fit the needs of the client. The content of each piece is laid out clearly, is easy to read, and includes pertinent keywords and information for our clients. Your metadata is very good as well. Your content is well-written, and we appreciate all of the work you do for us and our clients.”
- “You have been a great writer to work with and we really appreciate the efforts you have put into your work for us.”

Various Achievements

- Featured on the homepage of BuzzFeed multiple times due to my contributions as a community member.
- Had my work viewed on BuzzFeed over 300,000 times.
- Had my work shared on social media by well-known figures, such as Dateline’s Josh Mankiewicz, popular YouTubers such as Leonhart, and more.
- Viral tweets included in roundups on Upworthy, Elle, eBaum’s World, and more.
- Had a backlink to my work included in GQ, Bustle, Uproxx, Insider, and more.
- Quoted in an Insider article.
- Was specifically promoted around BuzzFeed by editors on multiple occasions.

Courses and Certifications

- Completed HubSpot’s Content Marketing course and earned certification (Aug. 2022)
- Completed HubSpot’s Email Marketing course and earned certification (Aug. 2022)
- Completed HubSpot’s SEO course and earned certification (Sept. 2022)
- Completed HubSpot’s social media marketing course (Oct. 2022)
- Completed HubSpot’s digital advertising course (Oct. 2022)
- Completed The Strategy of Content Marketing from University of California, Davis (Jan. 2023)
- CS50’s Computer Science for Business Professionals - HarvardX (In progress - May 2023)

Education

University of Kentucky