

# Sarah Barnes

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## EXPERIENCE

### O.school, NYC — VP of Content (*Sexual Health / Wellness*)

March 2019 - PRESENT (consultant to full-time May 2022)

- **Startup Leadership:** Developed brand voice, mission, and company culture; wrote 70+ page company playbook for training and onboarding
- **Content Strategy / SEO Lead:** Drove successful B2C SEO strategies and growth programs, lowered CAC by leveraging organic traffic to convert to e-commerce sales; consistently grew traffic 50% MoM
- **Managing Editor:** Managed five writers and oversaw content production, from pitch to publication; edited all content on site; delivered SEO briefs, wrote high-priority pieces (e.g. newsletters, methodologies, landing pages, SEO product description pages); grew blog to 600+ articles
- **Email:** Optimized redesign of newsletter and spearheaded its relaunch; wrote newsletter and email campaigns, achieving 50% open rate

### Finder, NYC — SEO Editor (*Fintech*)

March 2019 - May 2022

- **Team Leadership:** Collaborated with publisher to create SEO content plans and project manage OKRs for credit cards team; led daily standups
- **SEO Strategy:** Developed SEO briefs, assigned, and edited articles for credit cards team; conducted ongoing SEO audits to refresh and optimize existing content; migrated Finder international content for US readers
- **Copy Editor:** Helped grow credit cards niche to 1,500 articles; ensured pages met user intent, reinforced editorial independence, were industry compliant, and approached readers with empathy

### Chicken Soup for the Soul, NYC — Senior Editor (*Lifestyle*)

October 2014 - December 2018

- **Team Leadership:** Managed 7 lifestyle writers: A Plus lifestyle team reporting on family, wellness, relationships, and fashion
- **Strategy:** Led weekly meetings for lifestyle team; directed editorial strategy
- **Copy Editor:** Assigned and edited up to 15 stories daily; optimized articles for search and social, helping to double SEO traffic in six months; developed original tentpole article and video series

### HuffPost, NYC — Trends Editor (*Lifestyle*)

August 2013 - October 2014

- **Team Leadership:** Co-managed Digital Innovation team;
- **Writer:** Wrote five lifestyle stories daily; trained national teams on virality

## EDUCATION AND CERTIFICATIONS

**The New School, MFA** - Creative Nonfiction Writing (2019 -2021)

**UC Berkeley, BA** - Rhetoric, Media Studies (2006 - 2010)

**ISEE, Certification** - Holistic Sex Education (2022 - Present)



## Highlights

- **O.school:** Won page one ranking for 4,000+ queries, 6.6M searches/ monthly
- **Chicken Soup:** Drove 75% of site content views, doubled SEO traffic in 6 months
- **HuffPost:** Earned 40M monthly social views

## Skills

- Content marketer + strategist
- Editor + writer
- SEO consultant (Clients: Girls Scouts of the USA, MysteryVibe, O.school)

## Tools

- **SEO:** Ahrefs, Moz, Semrush
- **Task mngmt:** Asana, Jira
- **CMS:** Webflow, Wordpress

## More Frills

- Banjo player
- Open mic host
- Comedy writer
- No. 1 Tetris player

