

SARAH GLEN

sarahlenglen@gmail.com

646.671.1325

@saraheglen

Brooklyn, NY

EXPERIENCE

Chalkbeat: Manager, Product & Growth — May 2014 - Present

- Refined the organization's events strategy by managing the transition to paid-entry events, standardizing systems for event planning and centralizing the flow and analysis of attendee data
- Led the organization's audience research efforts and built the reader personas that support ongoing growth strategies
- Managed reader donation campaigns from idea to execution by building CRM systems and improving reader-targeting abilities and strategies
- Created a culture of data-driven decision-making by launching and iterating on all-staff analytics reports and helping reporters set project-level goals
- Devised and implemented an updated newsletter strategy that led to a 25 percent increase in subscribers
- Product managed the organization's websites and other digital products, including contributing to the development of MORI, a custom impact-tracking Wordpress plug-in

Digital First Media: Features Producer — June 2013 - April 2014

- Wrote, edited and produced both breaking news stories and longer-term projects in a fast-paced, daily deadline environment
- Worked with the data team to design and build interactives on topics ranging from veteran disability claims to live Oscars coverage
- Executed quantitative and qualitative user research based on the goal-directed design process for the development of features verticals

The Daily Tar Heel:

August 2009 - May 2013

- Led an award-winning student newspaper with a readership of 40,000 as Director of Enterprise, which involved planning and editing long-term projects, and Online Editor, which involved overseeing daily web production, monitoring site analytics and creating interactives
- Previous positions: City Editor, Assistant City Editor, Staff Writer

The Washington Post:

June 2012 - November 2012

Wrote about North Carolina's swing state status and helped cover the Democratic National Convention as part of "The 12"

SKILLS

Product Management:

User research and testing, Stakeholder management, Information synthesis, Scope and roadmap documentation, Goalsetting

Design:

Illustrator, Photoshop, Procreate

Web Development:

HTML, CSS, jQuery, Responsive design, git

Miscellaneous:

Google Analytics, Salesforce, Facebook Insights and Ads Manager, Sprout Social, WordPress, Excel

PROFESSIONAL DEVELOPMENT

Online News Association
Conference Volunteer
2014, 2015, 2016, 2017

Nielsen Norman UX Training
March 2015

International Women's Media
Foundation Digital News
Entrepreneurs Summit
January 2015

User Interface 19 Conference
October 2014

EDUCATION

**University of North Carolina
Chapel Hill**

B.A. Multimedia Journalism,
B.A. Political Science

International Media Studies
Program, Mexico City
March 2012