

SARA ABOULAFIA

3846 Ruby St., Oakland, CA 94610 | sfaboulafia@gmail.com | 510-851-1439

WORK EXPERIENCE

Fond, Inc.

San Francisco, CA

User Experience Writer, September 2016 - present

- Develop copy requirements with our Product Managers and UX Designer, optimizing content flow and copy for user comprehension and delight.
- Write copy to boost user engagement via notifications, email, and other messaging avenues.
- Design and improve messaging flow for Slack chat bot.
- Write product and feature descriptions for public-facing site.
- QA products and features for UX improvement.
- Write weekly perk digest and plan editorial calendar.

UserVoice

San Francisco, CA

Content Marketing Specialist, November 2015 - September 2016

- Managed, edited, and wrote product management blog and related newsletters. Increased blog sessions by 50%.
- Edited articles on new product releases for current customers.
- Ran our social media engine, growing our following and connecting with product influencers.
- Assisted with development, production, and copyediting of website copy as well as our eBooks, case studies, and other content offerings.

Dapper Shopping

San Francisco, CA

Lead Copywriter and Content Marketing Manager, July 2014 - July 2015

- Created brand voice and targeted consumer messaging for both male and female clothing apps.
- Served as lead product writer, copywriter, & editor of in-app, marketing, and blog copy.
- Managed social media profiles and updates, including Facebook, Twitter, and Instagram.

Sara Aboulafia Copywriting & Content Marketing

Denver, CO and Oakland, CA, 2011 - 2014

As a freelance copywriter and content marketer, I developed engagement-driven website and email copy, blog content, and content strategies for a diverse set of clients.

EDUCATION

Smith College, Northampton, MA.

BA in American Studies with Focus in Literature, Minor in Social and Political Philosophy

- Cum Laude.
- Assistant Editor of Labrys, Art and Literary Magazine.

Uptima Business Bootcamp

Oakland, CA

Participant, July 2015 - August 2015

- Certificate of Achievement.