

SHERRY SAH

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PROFESSIONAL PROFILE

Experienced communications professional with over 5 years of expertise in healthcare communication, digital content creation, and public relations. Adept at translating complex medical terminology and clinical research into accessible, user-friendly materials for diverse audiences, including patients, healthcare professionals, and the general public. With a strong background in media relations, content strategy, and digital marketing, I focus on improving engagement and understanding through clear, compelling messaging. I have a proven ability to work cross-functionally with healthcare teams, physicians, and other stakeholders to produce high-quality, accurate documentation and communication materials

TECHNICAL SKILLS

- **Technical Writing & Documentation:** User Guides, Manuals, SOPs (Standard Operating Procedures), API Documentation
- **Content Creation & Copywriting:** Web Content, Instructional Materials, Technical Articles, Press Releases, Patient Education Materials
- **Content Management Systems (CMS):** WordPress, Drupal, SharePoint
- **Software Tools:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Docs, Confluence, GitHub, JIRA
- **Data Analysis & Reporting:** Google Analytics, Performance Metrics, Audience Engagement Insights
- **Digital Marketing & SEO:** Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Strategy
- **Research & Technical Communication:** Market Analysis, Product Research, User Feedback Analysis
- **Project Management:** Team Collaboration, Cross-Functional Support, Campaign Development & Execution
- **Healthcare Communication:** Translating Medical Terminology, Clinical Research Summaries, Patient Communications

PROFESSIONAL EXPERIENCE

Multimedia Journalist (Freelance) | Forbes | Brooklyn, NY 07/2022 – Present

- Develop and execute digital content strategies, improving stakeholder engagement and audience reach by **20%**.
- Collaborate with executive leadership and cross-functional teams to align content with strategic business goals.
- Craft and distribute high-quality communication materials, including newsletters, executive announcements, and website content.

Community Outreach Worker | Community Health Network of Connecticut | Wallingford, CT 02/2024 – 07/2024

- Provided personalized guidance and social support to healthcare members, improving engagement in health programs.
- Created and managed communication materials to educate members about available resources and healthcare services.
- Assisted in the coordination of care services, bridging gaps between patients and providers for enhanced health outcomes.
- Increased member engagement by **30%** through targeted outreach and effective communication strategies.

Production Coordinator | Vice Media Digital | Brooklyn, NY 12/2020 – 01/2024

- Managed digital content across platforms, engaging an audience of **over 16.7 million followers**.
- Developed and distributed newsletters, announcements, and executive communication, ensuring consistent messaging.
- Led email marketing campaigns using MailChimp, improving audience segmentation and engagement by **20%**.
- Optimized website and intranet content, enhancing usability and engagement.
- Monitored content performance analytics, adjusting strategies to improve reach and retention.

Media Strategist | Accelerate Diagnostic Take on Communication | Los Angeles, CA 01/2020 – 05/2022

- Developed and disseminated **600+** press releases on healthcare topics, enhancing brand visibility and industry engagement.
- Created comprehensive media lists for global news outlets, ensuring targeted outreach for healthcare communications.
- Built and managed data-driven reports and dashboards in Tableau, streamlining media performance tracking.
- Monitored healthcare and public health trends, advising leadership on communication strategies.
- Expanded media outreach, increasing earned media coverage by **15%**.

EDUCATION

Master of Fine Arts | Journalism | Emerson College | Boston, MA | Aug 2020

Bachelor of Arts | Broadcast Journalism, Minor: Business Administration | Eastern CT State University | Willimantic, CT

VOLUNTARY EXPERIENCE OR KEY QUALIFICATIONS

Healthcare Communication Advocate – Local Health Initiatives (2021)

Created communication materials for public health campaigns, increasing awareness of preventative health measures in minority communities.

Communications Volunteer – Apostolic Church of East Hartford (2020–Present)

Lead the development and distribution of monthly newsletters, event announcements, and church-related communication. Enhanced engagement by creating more accessible content for diverse community members.

Documentary Filmmaker – Freelance Projects (2021–Present)

Produced short documentaries on social justice issues and global health, showcasing compelling stories that engage audiences and raise awareness about key societal challenges.