

Johanna Sorrentino

✉ johanna.sorrentino@gmail.com
☎ (415) 385-1813
📍 2270B Bryant St San Francisco, CA

EDUCATION

THE UNIVERSITY OF STIRLING

Stirling, Scotland

Bachelor of Arts with Honors

English and Film & Media (June 2005)

ADDITIONAL SKILLS

Content production software:

Google Suite, WordPress, Acrobat

Product management software:

Asana, Jira, Airtable

Marketing platforms:

Mailchimp, Google Analytics

Programming languages:

Markdown and basic HTML

INTERESTS

Teaching the martial art of Capoeira

Travel

Photography

Vocal performance

Language learning (French, Italian)



CAREER OBJECTIVE

I help organizations and people tell their stories through the following services:

- **Writing:** copywriting, interviews, articles, newsletters, concepting
- **Editing:** proofreading, fact-checking, line editing, copyediting
- **Content strategy & management:** research, SEO, analytics, workflow

PROFESSIONAL EXPERIENCE

CRM COPYWRITER

Ancestry, San Francisco, CA / Nov 2019 - Present

Work collaboratively with marketing, creative, and product teams to execute content goals for AncestryHealth

- Develop copy for effective email campaigns with a focus on CRM
- Create compelling onsite copy that communicates product value

CONTENT MANAGER

Education.com, San Mateo, CA / Nov 2015 - Apr 2020

Developed educational resources used by millions of parents and teachers

Key success: Led content strategy during the site's shift to a subscription model, resulting in \$22 million/year in revenue growth

- Managed a remote team of editors and designers in a deadline-driven environment
- Led decision-making around site style
- Helped to shape the development of the Content & Curriculum department, including training, documentation, optimizing of admin tools, and roadmapping

SENIOR EDITOR

QuinStreet, Foster City, CA / July 2014 - Sep 2015

Managed content production for three key websites in the education portfolio

Key success: Improved content quality of new site acquisitions

- Developed and executed content ideas for media partners, and analyzed performance
- Managed freelance writers on a strict publishing schedule

MANAGING EDITOR

Education.com, Redwood City, CA / June 2007 - June 2014

Managed a team of editors, writers, and designers during the start-up phase

Key success: Produced over 20,000 pieces of content serving as the site's SEO backbone

- Worked with stakeholders to develop content strategy and publishing schedule
- Monitored site analytics, researched target keywords, and conducted usability tests in collaboration with the UX team