SARAH A. TUXBURY

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Experience

Senior Writer and Managing Editor, Reporter | University of Michigan-Dearborn - Dearborn, MI | 08/2022 - Current

- Generates story ideas; writes, edits and manages all content for The Reporter e-newsletter, which is the UM-Dearborn equivalent to UM-Ann Arbor's The University Record
- Covers events, highlights university news, pitches ideas to U-M internal publications like The Record and Michigan Alum, takes photos, plans video shoots, updates website content
- Uses MyEmma to populate e-newsletter, updates the sender list monthly and analyzes UTM parameters through Looker Studio

Writer | University of Michigan-Dearborn - Dearborn, Michigan | 12/2014 - 08/2022

- Wrote and later edited UM-Dearborn's Legacy alumni magazine
- Updated the UM-Dearborn homepage, the university's program pages and events calendar
- Helped develop a university AP Style guide; worked with Carnegie Dartlet to create a brand messaging guide for campus communicators

Communications Specialist | Edsel & Eleanor Ford House - Grosse Pointe Shores, MI | 10/2012 - 12/2014

- Wrote press releases, pitched stories to media, populated social channels (Instagram, Facebook)
- Planned events and organized volunteers for promotional activities in the community
- Generated speech talking points and ghost wrote first-person pieces for the executive director

Communications Assistant Director, Editorial | Central Michigan University - Mount Pleasant, MI | 11/2006 - 10/2012

- Developed, managed, wrote and edited content for several publications including Centralight, a 44-page alumni magazine
- Crafted copy for social media, website, billboards, ads, brochures, campaigns, invitations
- Awarded CASE District V Silver Award for Best Video for Commercial Spots/Fundraising (scriptwriter)

Education

Central Michigan University | Mount Pleasant, MI

Master of Arts: Humanities

Bachelor of Science: Journalism/ Anthropology

Skills & Interests

Skills: AP Style, Drupal, ADA website compliance, MyEmma, Google Suite, Canva, project management, writing across platforms (website, video, print, social media)

Interests: Michigan Women's Basketball, baking, HGTV, learning Italian, documentaries, historic homes, Keith Morrison's "Dateline" voice

Awards & Honors

- Chancellor's Staff Recognition Awards, Keystone Award nomination, November 2026. This award is given to an employee who has 10-plus years of service and continues to go above and beyond.
- Maize x Blue Summit presenter, May 2026. The 50-minutes session focused on leading a newsletter redesign and improving readership for college-level newsletters.