

# SARAH A. TUXBURY

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## Experience

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

- Generates and manages content for The Reporter, which is a twice weekly universitywide e-newsletter
- Covers events, crafts university announcements, takes photos, updates website content
- Reviews metrics of news stories to evaluate reach and audience attention; develops strategies to increase click rates and engagement

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

- Highlighted the university through news writing while juggling multiple projects to meet tight deadlines
- Updated the UM-Dearborn homepage, the university's program pages and events calendar
- Helped develop a university style guide; worked with Carnegie Dartlet to create a brand messaging guide

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

- Wrote press releases, managed blog posts, populated social channels
- Organized volunteers for promotional activities at community-focused events
- Did in-studio and on-location broadcast spots to promote events on Detroit news stations

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

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

**Features Editor** | Battle Creek Enquirer - Battle Creek, MI | 05/2003 - 11/2006

- Planned and managed news content for a daily section in the 30,000-subscriber paper
- Worked with photographers, videographers, ad teams and community members to plan communication strategies
- Nominated for the MPA Better Newspaper local columnist/features writer award

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## Education

Central Michigan University | Mount Pleasant, MI | 05/2011

**Master of Arts:** Humanities

Central Michigan University | Mount Pleasant, MI | 05/2003

**Bachelor of Science:** Journalism/Cultural Anthropology

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## Skills & Interests

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

**Interests:** Baking, HGTV, learning Italian, documentaries, historic homes, Keith Morrison's "Dateline" voice

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## References

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- Ken Kettenbeil, UM-Ann Arbor Vice President of Communications and UM-Dearborn Vice Chancellor of External Relations, [kketten@umich.edu](mailto:kketten@umich.edu)
- Domenico Grasso, U-M President and former UM-Dearborn Chancellor, [grasso@umich.edu](mailto:grasso@umich.edu)
- Jessica Bixby, University of Michigan Medical School Marketing and Communications Specialist, [jbixby@umich.edu](mailto:jbixby@umich.edu)