

## SARAH WOLFGRAM

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### ABOUT ME

Dedicated communications professional with a background in marketing, advertising, digital content production and product management roles. Experience in planning, development, implementation and measurement of customer-facing communication/products designed to align with company goals and stakeholders' interests, resulting in long-term growth and business development.

### EXPERIENCE

#### Comcast NBC Universal, Philadelphia, PA

*Product Manager, Syndication - Entertainment, October 2021-Present*

- Scoping of features, wireframe design, creation of resource materials, product roadmaps for multiple products/partners
- Ticketing, tracking, assessment of long-term projects, bugs, enhancement requests through JIRA/Confluence, Smartsheets, etc.
- Metric-gathering/reporting, coordination of A/B testing with members of product/engineering teams designed to optimize feature-set with intention to increase engagement, create retention and boost KPIs
- Hosting of weekly, monthly, quarterly partner syncs intended for touch base, information-sharing, overall alignment on product roadmap(s)/releases

*Sr. Specialist, Editorial Operations, October 2018-2021*

- Production support/execution/QA (proofreading/edits for AP style) of all editorial entertainment tactics across multiple products in the Xfinity portfolio
- Contribution to editorial evolution & reach through partnership/testing for new app launches, network rebrands, virtual channel programming, new tools, etc.
- Creation/upkeep of peer education & training documentation - As enhancements/bug fixes are rolled out by internal partners - Liaison for testing, demo-ing, dissemination of updates to fellow editorial programmers
- Coordination/production of targeted, personalized experiences, including A/B testing, metric-gathering and then application of findings

#### Charter Communications - Spectrum Cable Networks, Austin, TX

*Sr. Digital Content Producer, MAY 2016 - JULY 2018*

- Daily, long-term editorial planning, newsgathering, helping foster a digital-first culture of collaboration, contribution and innovation across digital news platforms.
- Efforts led to an increase in digital followership, referrals and engagement of more than 1,500% across all platforms and markets in a year
- Launch of the organization's promotion activities specifically linked to its web presence in both existing and new markets. Created, engaged and grew a thriving online community across multiple social networks.
- Extensive research, fact-checking, copyediting, shooting/editing of short form video, publishing to site/socializing
- Designed infographics, polls, calls for user-generated content, etc.

#### Gatehouse Media, Austin, TX

*Community Content Producer, MAY 2015 - JULY 2016*

- Sorted, wrote and posted stories, briefs and calendar items for six or more newspapers' print and online new sites according to Associated Press style
- Worked with local editors across the country to improve publications' social media performance
- Assisted with interviewing/onboarding of new employees as well as assembled continuing education material(s)/site guides for existing employees
- Worked closely with other editors to establish a clear direction of daily content. Monitored content performance to identify high performing content as well as opportunities for improvement

### EDUCATION

**Virginia Commonwealth University** — B.S., Mass communications

AUGUST 2007 - MAY 2011, Richmond, VA

### TOOLS USED & EXPERIENCE WORKING WITH

JIRA, Confluence, Smartsheets, MAX CMS (Comcast proprietary), Looker (Comcast proprietary), Campaign Manager (Comcast proprietary), Insomnia, Split.io, Google suite, Facebook Analytics, Crowdtangle, Chartbeat, Social News Desk, Facebook, Instagram, Twitter, Snapchat, Tumblr, LinkedIn, Pinterest, Periscope, Word, Excel, Powerpoint, Outlook, Hootsuite, Adobe Creative Suite, Google Docs, Calendar, Slides, Canva, Dejero, Gimbal, Slack, Infogr.am, HTML, SEO, Omniture, etc.