

# LEAH CHEN

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# SADOIAN

[www.leahsadoian.com](http://www.leahsadoian.com) @leahsadoian

*I'm a writer by nature, a storyteller by heart, and a designer by trade. A transplant from the world of Higher Education and Student Development, I bring a unique perspective and appreciation of lifelong learning to all my creative work. My approach is simple: everything tells a story to your audience. My goal is to capture that story in the most authentic way possible, clearly delivering that message to eyes, ears, and senses in a way that captivates and invites you to contribute.*

## EDUCATION

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### College Counseling and Student Development, Master of Science

May 2016

Azusa Pacific University | Azusa, CA

### Communication Studies, Bachelor of Arts, Cum Laude

May 2014

Westmont College | Santa Barbara CA

## INDUSTRY EXPERIENCE

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### Cybersecurity Writer · UpGuard | Hobart, TAS, Australia (Remote)

July 2023 – Present

#### Copywriting

- Research, write, and publish blog articles on topics relevant to the cybersecurity industry and third-party risk management on a minimum weekly basis
- Advertise UpGuard in each blog article, aligning important topics and common issues in security with our software solutions
- Optimize blog articles with keywords and phrases that are search-engine-optimized (SEO) to increase page visits, conversions, and marketing-qualified leads (MQLs).
- Work alongside Sales team to identify targeted content for future blog articles aligned with customer success and prospect goals in different regions around the world
- Collaborate with the Design team to provide visual collateral for articles, illustrating concepts to align with blog content
- Review and edit other copywriting work within the writing team, providing edits for accuracy, grammar, flow, and brand messaging
- Utilize software tools for better workflow, including Clearscope, Google Search Console, Asana, Grammarly, etc.

#### E-Mail Marketing

- Oversee UpGuard's Company Newsletter, produced and mailed digitally every month promoting UpGuard's company highlights, product updates, cybersecurity resources, and upcoming events
- Collect content via stakeholders across each email section and write corresponding content for each highlight
- Collaborate with the Design team to produce email images, thumbnails, and headers
- Utilize HubSpot CRM to build, send, and track email performance over time, including mailing lists and exclusion lists
- Communicate metrics around the company newsletter to the Director of Demand Generation and Head of Growth Marketing
- Translate company newsletter to LinkedIn, reaching audiences via UpGuard's social media presence.

### Content Writer · Bitwise Industries | Fresno, CA

January 2020 – June 2023

#### Copywriting

- Wrote, edited, and finalized internal and external email campaigns on set reoccurring schedules and as needed for marketing efforts across all lines of business
- Researched, wrote, and promoted corporate blog content, demonstrating industry experience, thought leadership, and company culture
- Assisted in writing targeted short-form social media content designed to drive digital engagement and increase followers
- Wrote other organize content as needed, including digital/physical one-pagers, flyers, and website content, across all lines of business as requested by Marketing Strategy Leads
- Edited and provided revisions for work completed by Junior Copywriters across a variety of digital content

Storytelling

- Conceptualised, composed, and wrote the Bitwise Stories series, which highlighted company, culture, and community
- Identified and pitched topics for Bitwise Stories to the VP of Creative and CEO of Marketing
- Developed and managed workflows for each Bitwise Story, including milestone deadlines and communication with all teams
- Conducted interviews with Bitwise Stories participants and transcribed conversations to aid in the writing process
- Translated individual experiences into a collective narrative along a topic for each Bitwise Story
- Collaborated with the media Production team on visual aspects for each Bitwise Story, including providing visual concepts, direction for photography/videography, and assigning deadlines for collateral
- Assisted the Social Media Team in the promotion of each Bitwise Story, including the creation of social media toolkits

**Creative Content Developer** • IMAGO | Fresno, CA

June 2017 – October 2019

Marketing

- Oversaw partner marketing campaigns to increase facilitator logins and highlight existing partners
- Designed marketing content utilizing Adobe Creative Suite (Premiere, Illustrator, After Effects, Audition)
- Directed and produced marketing videos both in-house and on-site with partners
- Designed and produced How-To Videos, FAQ resources, and resource guides for partner team
- Wrote and published digital blog posts featuring new lesson content and accomplishments by partners
- Collaborated with the Manager of Data to utilize data results in marketing projects

Content Scripting

- Facilitated lesson structure meetings with partners to identify topics and sections for lessons
- Researched content for various lessons utilizing physical and digital resources
- Synthesized research and wrote scripts for lesson topics, including editing scripts according to feedback from partners
- Helped research, write, and design Facilitator Guides that accompany lesson videos

**PROFESSIONAL SKILLS AND PORTFOLIO**

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**Professional Writing** ● ● ● ● ●

My portfolio can be found online at [www.leahsadoian.com](http://www.leahsadoian.com)

**Photo/Video** ● ● ● ○ ○

Included are samples of my professional work, including a variety of copywriting projects, storytelling, photography and videography, digital strategy, and project management.

**Digital Strategy** ● ● ● ● ○

**Project Management** ● ● ● ● ●

Specific projects and references are available upon request.

**OTHER EXPERIENCE**

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**Community Director** • California State University Monterey Bay | Seaside, CA

June 2016 – April 2017

- Oversaw a 500+ undergraduate student residential housing area, including 10 different living-learning communities
- Supervised, assessed, and provided professional & personal development to 12 Resident Advisors and 1 student assistant
- through weekly one-on-ones, facilitating staff meetings, and assisting in program development
- Co-led living Area Council in developing programming focused on the social and developmental needs of students
- Served on 24/7 duty rotation, responding to campus emergencies, including crisis response, maintenance, conflict resolution, etc.
- Participated and led two departmental committees: Inclusive Programming Committee and NRAP 2016

**Programming Coordinator** • Student Center for Reconciliation and Diversity | Azusa, CA

August 2014 – May 2015

- Supervised an undergraduate student staff, scheduling office hours, assignments for office programming, etc.
- Designed, planned, and executed large-scale programming on campus relating to diversity and cross-cultural awareness
- Promoted office to students, faculty, and staff through campus marketing and social media presence
- Maintained budget for programming expenses, reporting to Assistant Director updates and discrepancies