

Sarah Welch

Communications
Strategist and Writer

Phone 515-314-7966
Email sbzdega@gmail.com
Address 6620 Elmcrest Dr.
Windsor Heights, IA 50324

GOAL: To use my creative writing, strategic communications, and project management skills to engage my community in creating opportunities for everyone to thrive.

EXPERIENCE

United Way of Central Iowa

Strategic Communications
Officer
Nov. 2016-present

- Manage daily operations of strategic communications team, and the development and distribution of quality, compelling marketing and communications materials across many channels
- Identify goals and implement targeted communications plans for organization, as well as donor engagement and community impact initiatives; build engagement in efforts including child care cliff effect, 5-2-1-0 healthy choices count campaign, and OpportUNITY Plan
- Fulfill writing, public relations, social media, and evaluation needs
- Member of Strategic Planning Team; participate in three organization committees: 1) diversity and inclusion, 2) connecting workers seeking good jobs with employers seeking talent, 3) using digital strategies to increase engagement with United Way

Prevent Child Abuse Iowa

Communications Director
May 2012-Nov. 2016

- Led *Connections Matter* community awareness initiative using the collective impact model; project is now copyrighted and being implemented with groups nationwide to respond to trauma
- Expanded brand and cause awareness across Iowa by providing training and marketing tools to community groups
- Positioned organization as a national leader in communicating the impact of childhood trauma and importance of prevention; served as consultant for Prevent Child Abuse America
- Developed, executed and evaluated communications plans; directed communications including website, e-newsletter, annual report, and social media
- Award: Mid-Iowa Health Foundation Capstone Prize to PCA Iowa for building community capacity to address childhood trauma, Nov. 2016
- Presentations: Connections Matter and Building Community Capacity to Address Childhood Trauma, Prevent Child Abuse America Conference, Oct. 2018

University of Missouri – St. Louis

Peer Academic Support
Coordinator and Writing

- Taught First-Year Writing, Beginning Fiction Writing and Junior-Level Writing courses in-person and online. Created syllabi, lesson plans and assignments, mentored students and assigned grades.

Instructor
Aug. 2009-May 2012

- Identified high-risk courses to support; recruited and trained undergraduate mentors; worked with teachers to target skills; evaluated program; and developed best practices
- Presentation: "Best Practices to Engage Students in Learning," UMSL Professional Development Conference, Aug. 2011

Health Literacy Missouri
Social Media Manager
March 2010-Jan. 2012

- Developed, executed and evaluated social media strategy
- Wrote press releases, brochures, blogs and stories; edited copy; conducted research; and created presentations. Wrote copy for new website and created media press tour packet
- Presentation: "Utilizing Twitter as a Tool for Community Engagement and Collaboration" co-presenter with Health and Human Services and CDC, National Conference on Health Communications, Marketing, and Media, Atlanta

Des Moines Business Record
Staff Writer
May 2006-Aug. 2009

- Brainstormed story ideas, conducted interviews, researched topics and wrote 2-3 feature articles per week; developed daily newsletter and breaking news; updated website
- Internet Task Force Committee: Developed strategies for new online products and opportunities in social media
- Award: Best Small Tabloid Newspaper award to Business Record, Alliance of Area Business Publications, 2008

COMMUNITY LEADERSHIP

Women United
Book Buddy volunteer
Sept. 2017-present

- Invest in young childrens' education and development
- Read and mentor four-year-olds at Capitol Park Early Learning Center

Art Force Iowa
Artist Mentor,
June 2016-May 2018
#KnowJustice Committee,
Spring 2018, 2019

- Provided mentorship to at-risk youth through creative writing
- Help plan May event featuring artwork from youth artists and opportunities to learn about how the community can support youth who are refugees or in the juvenile justice system

Greater Des Moines Leadership Institute
Participant, Jan. 2016-present

- Community Connect, Spring 2016
- Community Leadership Program, graduating May 2019
- Building and launching graduate program for YMCA Supportive Housing Campus with team of 10 members

Greater Des Moines Partnership
Public Relations Committee
Dec. 2017-present

- Provide advice and discuss public relations and communications strategies with professionals in community

Central Iowa ACEs Coalition

Committee member and
communications consultant
July 2012-Nov. 2016

- Led communications efforts to increase awareness of the life-long impact of childhood trauma and opportunities to address it
- Wrote *Beyond ACEs: Building Hope & Resiliency in Iowa* report, July 2016
- Led team that developed *Connections Matter* curriculum
- Wrote *Shifting the Lens: How the ACE Study sparked action to collectively improve our community's health* for Mid-Iowa Health Foundation, May 2018

**Young Nonprofit
Professionals Network**

Professional Development
March 2013-Dec. 2016

- Led efforts to host monthly coffee discussion and quarterly professional development training; developed structure for committee's long-term stability

**Public Relations Society of
America – Central Iowa**

Member, 2017-present

- Participate in learning opportunities on public relations, social media, and content development
-

EDUCATION**University of Missouri – St. Louis**

- **Degree:** Master's of Fine Arts in Creative Writing, May 2012
- **Awards:** Nominated for graduate fiction prize in 2010 and 2011
- **Activities:** Graduate Writers' Association secretary and student government representative, Writers in the Schools presenter, Natural Bridge literary journal editor

Middlebury College, Vermont

- **Degree:** Bachelor of Arts in English, magna cum laude honors, May 2005
- **Activities:** Program coordinator for Page One Literacy, reporter for *Addison Independent*
- **Publication:** "At Work Monitoring Forest Health with Barbara Burns," *Northern Woodlands* magazine, Summer 2004
- **Study abroad:** Universidad de Valparaíso, Chile, Spring 2004