



SARAH BATHKE

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 sarahbathke.com

PROFESSIONAL EXPERIENCE

August
2025
-
Present

Communications Generalist

University of Oregon Alumni Association

Copy writer, editor, and strategist for event marketing and engagement. Writing articles, emails, web copy and social media posts to drive engagement with the UOAA.

- Wrote all communications for the UOAA's 2025 football season engagement plan.
- Produced social media posts for fall career network programming.
- Wrote and edited multiple stories for UOAA's monthly newsletter, *Shout*.
- Built emails, event listings, and web pages using marketing software services.

July
2025
-
August
2025

Digital Communications Student Associate

University of Oregon Alumni Association

Copy writer and editor for marketing and engagement copy, writing articles, emails, web copy and social media posts to drive engagement with the UOAA.

- Assisted with website migration to Drupal, archiving and formatting webpages.
- Wrote the email copy for the UOAA 2025 Fall Membership Drive
- Wrote the weekly 2025 football watch party emails for all national chapters.

2022
-
2025

Student Communications Assistant

University of Oregon Government & Community Relations

Social media strategist, copywriter, and graphic designer who aimed to communicate the university's advocacy goals to legislators, alumni, and the university community.

- Researched, planned, and launched the UO Advocates' LinkedIn.
- Executed major social projects that increased legislative engagement across social platforms.
- Worked hybrid, and largely independently, able to balance and complete multiple projects with strict deadlines.

2020
-
Present

Junior Managing Editor

EnVi Media

Copy editor for content both online and in print. Responsible for coordinating and publishing articles on-site.

- Interviewed and wrote a profile on indie pop artist Ricky Montgomery.
- Writer specializing in interviewing with TV and movie industry talent.

2021
-
2022

Student Writer

University of Oregon Student Services & Enrollment Management

Student and campus life writer for *Around the O* and social media copywriter with the purpose of recruiting potential students and informing the current university community.

- Wrote the [National Coming Out Day](#) post shared on the flagship University of Oregon account
- Wrote [the article](#) introducing the class of 2025 as freshman that was published on the flagship website and to the university's extended network.

ABOUT ME

I'm driven by my passion for people and community, connecting communities through access to information and opportunity.

EDUCATION

Bachelor of Arts in Journalism
Korean Minor
University of Oregon
2025

AWARDS

Civil Rights in Action Award
ACLU of Colorado
2018

SKILLS

Social media strategy & production
Copy writing & editing
Audience engagement
Digital and on-the-ground reporting
Communication
Time management
Team collaboration
Customer Service

LANGUAGE

- English
- Korean