



# KAREN SOKOHL

## C O N T A C T S

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## E D U C A T I O N

### MASTER OF INTERDISCIPLINARY STUDIES

Virginia Commonwealth University

### BACHELOR OF ARTS COMMUNICATION

Virginia Polytechnic Institute and State  
University

### OTHER TRAINING

Confab: The Content Strategy  
Conference

Northwestern University College  
Creative Writing Courses  
University of Iowa Summer Writing

## S K I L L S

### PROFESSIONAL

Digital Marketing

Content Strategy

Copywriting

Plain Language

### TECHNICAL

Web CMSs and email automation  
platforms: WordPress, SharePoint  
Online, Constant Contact, Salesforce,  
Marketing Cloud

Basic HTML

Video editing

Familiar with A11Y compliance

## A B O U T M E

- Expert in writing and editing, including features, UX writing, content strategy, copywriting for digital and print media (corporate websites, intranets and email marketing), and plain language.
- Editorial excellence in taking complex information and distilling it into a useful and easy-to-understand format.
- Extensive experience interviewing and interacting with a wide range of subject matter experts to develop feature stories and web content.

## E X P E R I E N C E

### Content Creator

SLOPE | DEC 2021 – present | RICHMOND, VA (Contract)

- Created organizational structure for user help library
- Wrote user-centered help documentation.
- Provided training to support staff on plain language techniques.
- Developed style guide

### Copywriter/Editor

MEDRIO | SEPT 2020 – present | REMOTE (Contract)

- Created content for a B2B website redesign with February launch date.
- Ensured content matches voice and tone of new brand strategy.

### Copywriter/Content Strategist

WAYPATH CONSULTING FOR DOMINION ENERGY | JAN – AUG 2014 | RICHMOND, VA

- Content strategist and copywriter for a 300-plus page intranet redesign project. This eight-month project required a content audit, extensive analysis, writing, editing, and building pages in the SharePoint Online application.
- Worked with a multidisciplinary team under tight deadlines.

### Senior Member Communications Specialist

UNITED NETWORK FOR ORGAN SHARING | JAN 2002 – NOV 2019 | RICHMOND, VA

- Developed, edited and maintained content for UNOS.org, UNOS' website for the general public and transplant professionals, and InsideUNOS, the employee intranet.
- Kept vast membership of 58 organ procurement agencies, 252 transplant centers, and 148 labs informed of policy changes, patient safety information and education resources.
- Created and distributed a monthly member e-newsletter to 17,000 transplant professionals



## W R I T I N G & P R E S E N T I N G

### WRITING AWARDS & WRITING SAMPLES

57th Annual Virginia PRSA Awards – 2004  
(samples available)

MedallionAward: Three-part series on  
donor legislation and donor registries

MedallionAward: National Donor Memorial  
video presentation

MeritAward: Feature article on pediatric  
transplant recipients.

Award-winning 2009 UNOS Annual Report  
UNOS Brand Guide

“Becoming Bean Sisters, or how an  
accordion helped save a life” UNOS  
Update Magazine

### PUBLIC SPEAKING & PRESENTATIONS

Board Member, Center For Plain  
Language

Writing in Plain Language—presentations  
upon request to new UNOS staff and  
various departments

How to Create Effect Presentations —  
custom presentation developed for two  
UNOS departments, then tailored for  
multiple other departments and  
individuals, upon request.

How to Write for the Web—Presentation  
to client in Madrid, Spain

Introduction to MarCom and basics of a  
Communications Plan—National STC  
Conference—May 2001, Chicago, IL

Introduction to MarCom—STC  
Transalpine Chapter, Trento, Italy

Writing Tips for Non-native English  
Speakers—STC Transalpine Chapter,  
Ljubjana, Slovenia

## E X P E R I E N C E ( C O N T I N U E D )

### Senior Copywriter

ICONMEDIALAB | JAN 2000 – JAN 2002 | HAMBURG, GERMANY |

- Consulted clients on how to adapt their existing written materials for the Web.
- Worked with business consultants to explain rhetorical components of CMSs.
- Edited proposals and other English-language documents.
- Wrote & edited company newsletter, promotional materials, and other marketing and PR pieces.
- Wrote online help for an extranet system. Wrote explanatory screen text and FAQs for Web sites.
- Extensively edited Web content and an editorial style guide.

### Senior Communications Consultant

RYNNE MARKETING GROUP | OCT 1997 – OCT 1998 | EVANSTON, IL

- Wrote communication plans, brochures, internal PR & advertising, and client reports.
- Managed client campaigns from conception and strategic planning stages all the way through launch.
- Responded to RFPs, wrote communications plans, and made sales & communications presentations to new and existing clients.
- Managed radio, print, and television traffic for all agency accounts.