

Sarah Bricker

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MGR. CONTENT MARKETING, SOCIAL MEDIA | UNITEDHEALTH GROUP | M&R, Brand & Growth | 2021 - Present

Officially promoted in January 2021 to continue duties under previous position, as well as directly lead, develop and execute the digital content and social media strategy, development, execution and optimization for Medicare education, the Medicare YouTube channel and education-acquisition internal and external partnered content development. Own and lead the collaborative content development projects and partnerships with creative, acquisition and field marketing teams and partners, including Collective Measures and AARP.

Lead and execute the social media and content strategy and consolidation project alongside Nicki Folkens and Rob McChane, including developing the wholistic Medicare omni-channel content and social ecosystem planning protocols, strategy and next-steps for development and execution.

SR. DIGITAL CONTENT & SOCIAL MEDIA STRATEGIST | UNITEDHEALTH GROUP | M&R, Brand & Growth | MINNEAPOLIS, MN — 2018 – 2021

Lead social media strategy, community management and digital content strategy and development for the Medicare Made Clear® educational campaign brand under UnitedHealthcare®, including directing the storytelling strategy and creation of innovative new content, imagery, videos, landing pages, webinars, ads and downloadable PDFs. Role has continued to take on more of a content strategy and development focus since early 2019 and is expanding in 2020.

Lead and execute the social media strategy, content and creative development as well as manage community engagement efforts, agency relationships and balance of organic and paid efforts to ensure Medicare Made Clear's diverse audience segment goals are accomplished. Provide strategy and content insight for email, blog and for other M&R team social efforts. Lead cross-team communication strategy for digital video usage and creation for education and coordination with Accessibility Team to ensure compliance of all elements.

CONTENT MARKETING MANAGER, OWNER | BRIXTEN MARKETING | 2013 – PRESENT

Launched in 2013 as the official name for my freelance business, I am the owner of Brixten Marketing, which offers content marketing, social media and journalism services. Clients include SPR Therapeutics, Inc., Avtex Solutions LLC, AJ+, Dr. Lisa Cooney and others.

Social media consultancy audits and freelance content creation, including full business plans offered. Create compelling content for digital and print campaigns for various business in the finance, real estate, healthcare, beauty and lifestyle industries across the United States.

Recently, I have finished a second long-form article and whitepaper series with Avtex Solutions,

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LLC out of Minneapolis around the changing landscape of healthcare directed at identifying key insights for healthcare providers in the new “patient experience economy.” Additionally, I have expanded my role with my client since 2019, SPR Therapeutics, Inc., from leading their social media strategy and development, to now also help lead the content marketing strategy and development, PR and storytelling strategy, as well as new PR endeavors. In 2021, we were able to partner with another agency, and together, we’ve formed a collective team that’s enabled us to position the SPRINT PNS System as a leading peripheral nerve stimulation pain treatment option in a competitive, innovative marketplace.

SR. COMMUNICATIONS SPECIALIST | STARKEY HEARING TECHNOLOGIES |
MINNEAPOLIS, MN — 2105 -2018 | *Communications Specialist – March 2015 – April 2018*

Lead corporate and retail social media for Starkey Hearing Technologies™ and SoundGear™ brand and provided strategy and educational training to international facilities and customers, to encourage consumer-brand engagement, brand loyalty and drive sales. Lead and develop new B2B R&D blog, short and long-form article industry PR content, wrote and strategized on company magazine *Innovations* and was lead ghostwriter for executives. Ensured seamless communication to our consumers and professionals as the corporate voice of Starkey through social media, digital and print campaigns.

Act as lead and mentor for **both** Starkey Hearing Foundation and Starkey Hearing Technologies **communications/social media interns, and helped** drive public relations campaigns and efforts, including influencer marketing outreach and planning alongside local PR firm and Communications Manager.

Lead all company and product award nominations. Secured seven innovation and product design awards for our Halo and Halo 2 Made for iPhone hearing aids, including, among others, a "Most Brilliant Design Award" from Inc. magazine, the 2017 SXSW Interactive Innovations Award, a Gold Product Design Spark Award, and a 2016 American Business Awards Technical Innovation of the Year.

Highlights:

- Launched first true story-telling campaign for Father’s Day, #HearDad
- Launched first branded Instagram Stories series for brand & industry
- Improved retail sales of hearing aids with new “All Ears” video series in U.S.A.; launched series Globally to 22 facilities in May 2018
- Started developing global influencer bench of hearing health ambassadors
- Published in Prevention Magazine and Readers Digest (Dec 2017).
- Developed Starkey Hearing Technologies to be the most engaged social media brand in the hearing aid industry on Facebook, most engaged and numbered in video content, and highest following and overall engagement rates on Twitter, Facebook and Instagram.
- Improved blog viewership by 110% between 2015 and 2016 and 80% between 2016 and 2017.
- Launched and executed blog-tracking campaign for SEO, CTAs and engagement that helped increase engagement, clicks, and leads.
- Launched and executed A/B testing efforts for LinkedIn & Facebook advertising.

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- Launched new Facebook videos series “Hear This!” – first in industry—and in April 2017, “All Ears”
- Increased social followings and engagement for Starkey’s Facebook (132k+), Twitter (18k+), LinkedIn (22k+) & Instagram. Improved Facebook, Twitter, and launched Instagram for SoundGear.

CONTENT MARKETING STRATEGIST | INSITE ADVICE | ST. LOUIS, MO — 2014-2016

Managed social media and digital content strategy and execution for 13 B2B and B2C businesses to increase organic traffic, client awareness and develop and nurture leads. Launched Insite Advice’s renewed social media efforts and crafted the company’s overall social media process approach.

COMMUNICATIONS CONTENT WRITER | ST. LOUIS RAMS | ST. LOUIS, MO — 2014

Worked with the community relations team of the St. Louis Rams NFL team to head a 29-story project on the 2014-2015 Rams Cheerleaders. Interviewed, wrote and edited 29 feature stories for stlouisrams.com and the St. Louis Rams *Insider*.

BUSINESS REPORTER | ST. LOUIS BUSINESS JOURNAL | ST. LOUIS, MO —

2014

Researched, interviewed and wrote business articles pertinent to the St. Louis area on a freelance basis.

EDITORIAL INTERN | ALIVE MAGAZINE | ST. LOUIS, MO — 2014

Maintained and wrote the Events and Guides calendars online (events, restaurants, spas, etc.) and helped research, write and construct on MarketVolt, the weekly agenda “7 Things to Do this Week.” Help editorial assistant by writing or finishing writing blurbs for restaurant and dining pieces, blog and engagements pages. Performed other various editorial duties independently including fact checking, copy editing, assisting with photo-shoots and working at St. Louis Fashion Week 2014.

REPORTER | YELLOWSCENE MAGAZINE | DENVER, CO — 2014

Researched, interviewed, wrote and edited piece for Best of the West. Assigned pieces on pitch-by-pitch basis.

MARKETING COMMUNICATIONS ASSISTANT | DALLAS CITYSCAPE | DALLAS, TX — 2013

Designed preview party and grand opening invitations, gathered photographs and histories on exhibit pieces, scheduled appointments and contributed ideas to elements of exhibit and parties. Organized appointments helped with exhibit set-up and to manage exhibit when open. Exhibit is a non-profit initiative benefiting Education Open Doors.

SPORTS REPORTER & STAFF PHOTOGRAPHER | THE COLUMBIA MISSOURIAN | COLUMBIA, MO — 2012-2013

Put forth a variety of articles related to individuals, games, events and news related to/involving sports. Photographed daily and long-term assignments including, news, sports, features and profiles. Won regional and national awards for sports reporting.

Honors & Awards

- Gold, Blog Writing - Hermes Creative Awards, 2016
- Top Ten APSE Feature Story (Under 30,000 circulation), Associated Press Sports Editors

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(APSE) - 2012

- Society of Professional Journalism Mark of Excellence Region 7 Winner, Society of Professional Journalism (SPJ) - Long Form Sports, 2013
- Best Sports Feature Story, Missouri Press Association's Better Newspaper Contest - 2013
- 2nd Place. Best Story About the Outdoors - Missouri Press Association's Better Newspaper Contest, 2013
- Richard Lombardi-Magellan Award for History - 2008

University of Missouri

Bachelor of Journalism - 2013

Photojournalism, Reporting

Volunteering & Key Interests

- ACC Volunteer, Wildlife Rehabilitation Center of Minnesota
- Hearing Loss Association of America – Twin Cities, HLAA-TC
- Mission Volunteer, Starkey Hearing Foundation