

## Contact

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## Top Skills

Writing

Graphic Design

Editing

## Honors-Awards

Top Division Paper Award

# Christian Sager

Storytelling | Communication | Social Media | Independent Creator  
Portland, Oregon Area

## Summary

I'm a self-motivated storyteller who has spent 16+ years managing communication and creative content for social media, print publishing, podcasting and higher education. Independently, I've crowd funded and published several graphic novels, as well as a weekly podcast about media and popular culture.

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## Experience

### Live Wire Radio

#### Marketing Manager

April 2018 - December 2019 (1 year 9 months)

Portland, Oregon Area

At Live Wire I produced marketing and social media content for a nationally syndicated public-radio program and podcast. This entailed nurturing the show's audience, promoting public engagement, and maintaining relationships with the show's press contacts.

Using Facebook, Twitter, Instagram, the Adobe Creative Suite, Google AdWords and Mailchimp, I managed digital communications and the social media presence for the brand, while assisting in advertising and promotional efforts. I also created publicity assets for Live Wire's broadcast, podcast and live shows.

### HowStuffWorks.com

#### Writer & Podcaster

June 2013 - November 2017 (4 years 6 months)

Atlanta, Georgia

HowStuffWorks was a great opportunity to take what I've learned about storytelling and apply it to a full-time career. My favorite part of this job was communicating complex information in a fun, conversational way.

Writing & Editing

- Researched and wrote articles, blogs and videos. Edited copy for my colleagues' scripts and articles.

#### Public Speaking

- Hosted podcasts, videos and social media live streams.

#### Strategy

- Managed content strategy, publishing, social media, audience engagement and brand development for shows like Stuff To Blow Your Mind and BrainStuff.

#### Design

- Used Adobe's Creative Suite to design visual communication for these brands.

### Georgia State University

#### Creative Manager

December 2008 - December 2013 (5 years 1 month)

#### Greater Atlanta Area

Working for Georgia State University Library integrated my design, writing, communication and strategy skills together, where I creatively maintained the narrative for a public institution.

#### Writing & Editing

- Managed a successful blogging program that generated a 500% increase in readership.
- Developed and executed dozens of public relations campaigns, using print, web and social media channels. Composed press releases and other marketing copy.

#### Strategy

- Assessed audience data to build annual marketing plans, while maintaining branding and advertising policies.
- Served on strategic committees to plan and coordinate web design, mobile web presences, social media communication, institutional effectiveness and event planning.

#### Design

- Designed content across platforms with Adobe Creative Suite. Managed print production, while negotiating pricing with vendors and ensuring print quality control.

## Public Speaking

- Presented to professional service organizations on: public speaking, social media usage, blogging best practices and audience analysis.

## CNN

### Freelance Writer

August 2011 - March 2012 (8 months)

Greater Atlanta Area

While working full-time at Georgia State University, I also freelanced for CNN's website. With these assignments I took my passion for blogging and learned about the copywriting process at an online media publisher. Under their "Geek Out" banner, I wrote articles about the comic book industry and digital media.

## Georgia State University

### Graduate Instructor

August 2006 - May 2008 (1 year 10 months)

Greater Atlanta Area

To be a more effective storyteller and build my critical thinking skills, I went to graduate school at Georgia State University. During my studies I was also an instructor of communication classes.

- Trained hundreds of students in public speaking, interpersonal skills and media competency. High evaluation scores.
- Refined my own rhetoric skills and began my devotion to mentorship.
- After graduation I continued similar instruction for GSU personnel, as well as classes at the Art Institute of Atlanta.

## America's Test Kitchen

2 years 4 months

### Graphic Designer

January 2006 - May 2006 (5 months)

Brookline, MA

As my interest in storytelling through publishing developed, I was promoted at America's Test Kitchen to the role of graphic designer.

- Conceptualized designs and layouts for several different Cook's Illustrated book series, including their dust jackets.
- Coordinated and processed new photography and illustrations for books, while also assisting in the direction of photo shoots.

## Production Artist

February 2004 - January 2006 (2 years)

Brookline, MA

America's Test Kitchen was where I first got my feet wet in publishing, seeing the potential in crafting stories for a mass audience.

### Design

- Designed print and web marketing materials, while managing magazine and book layouts.
- Using the Adobe Creative Suite I was responsible for the image correction and layout of Cook's Illustrated magazine, Cook's Country magazine and the entire series of America's Test Kitchen cook books and DVD collections.
- Prepared all files for pre-press and managed color proofing, color correction and scanning for the above products.

### Strategy

- Responsible for scheduling and company style sheets, to ensure products came out on time with a recognizable aesthetic.
- Maintained relationships with our print vendors and supervised press checks for quality assurance.

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## Education

### Georgia State University

Master of Arts - MA, Communication · (2006 - 2008)

### University of New Hampshire

Bachelor of Arts - BA, Communication · (1995 - 1999)

### Singapore American School