

Sasha Mastroianni

Web Producer / Content Strategist

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<https://sashamast.com>

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I am a web producer and content strategist with a record of success in helping big brands meet their business goals. I've produced many top-level, highly visited websites using a mobile-first approach. I've also trained other professionals on user interface design, digital marketing best practices, search engine optimization, and how to write clean, concise copy. My personal writings have been featured in the NY Times, Business Insider and NPR. My goal, as a web producer and writer, is always to delight audiences and encourage them to take meaningful actions. I'm passionate about helping organizations connect with their audiences through great storytelling and dynamic digital content.

Experience:

Web Content Strategist

Nov 2015 - Sep 2021

University of Washington

uw.edu

Produced high-impact websites, graphics, videos and opening messages for the homepage of the University of Washington, uw.edu. Ensured that websites are engaging and on-brand, are mobile-friendly on multiple devices and meet accessibility guidelines. Trained departments to enhance their web presence and effectively reach their audiences. Helped redesign department websites with an eye toward greater audience engagement. Conducted usability testing on websites to improve web design and content quality. Tracked website traffic and engagement using Google Analytics. Shared knowledge with other professionals by creating instructional videos and/or presenting at meetings and conferences.

Manager of Internet Strategies

Fred Hutchinson Cancer Research Center

fhcrc.org

2007-2013

Oversaw the production of websites, print ads, and marketing campaigns for the center and 25 affiliate clinics around the world. Led the design and development of division's first mobile website in 2009. Helped produce and localize campaign content for 25 different markets and in Spanish and Portuguese. Analyzed web traffic data to improve content for higher audience engagement. Created and maintained organization's social media profiles on Facebook, Twitter and Instagram. Produced and launched advertising, crafted A/B tests and measure effectiveness of campaigns. Trained other professionals and made presentations on digital marketing at large conferences and meetings.

Photographer / Business Owner

Green City Pix

2013-2019

<https://seattleweddingphotography.squarespace.com/> (Archived site)

Operated all aspects of photo business. Managed client relations, communications and customer acquisition process. Shot and edited high-impact photographs, ensuring customer satisfaction. Clients included Seattle Art Museum, Pilchuck Glass School, the City of Seattle, and dozens of couples who wanted their weddings captured with artistic style.

Writer / Storyteller

2005-present

I have written over 100 audience-focused stories on art, life and technology. Samples:

The joys of being an Airbnb Superhost, Business Insider, June 2021. <https://www.businessinsider.com/airbnb-host-rental-spare-bedroom-side-hustle-income-2021-6>

Yoga, COVID and Cigarettes, Sep 2020, KNKX public radio

https://www.youtube.com/watch?app=desktop&t=120s&v=Znj5ozNON9o&fbclid=IwAR0ph-X54H6gPc6_rFGCtoabl-2GnNOFKdWJYoVmIRT8D6H8IXXtpWV9eb90

Intertwined in Mississippi, NY Times, May 2011

<https://learning.blogs.nytimes.com/2011/05/03/how-has-travel-affected-you>

Note, this story is published under my Korean name, Soyon Im.

Education:

Vassar College, BA English

Seattle Central Community College, AA in Web Design and Development

Skills:

HTML

CSS

Photoshop

Illustrator

Wordpress

Drupal

Writing/Blogging

Photography

SEO

Google Analytics

Email marketing

Social media marketing

Public speaking

More info: <https://sashamast.com>