

SABRINA XUEREB

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Online Portfolio: <https://sabinaxuereb.wixsite.com/portfolio>

SUMMARY

Instructional Designer, Content Strategist, and Technical Writer with a background in professional writing, UX design, and eLearning development. Skilled in designing instructional materials, creating engaging digital content, and optimizing user experience across web and learning platforms. Experienced with WordPress, Articulate, Microsoft Dynamics, SharePoint, and HTML. Passionate about helping organizations improve training, communication, and user engagement.

- Instructional Design & eLearning Development (Articulate 360, Rise)
- Content Strategy & Web Content Management (WordPress, Drupal)
- Technical Writing & Documentation (SOPs, training manuals, UX copy)
- CRM Systems (Microsoft Dynamics, ClickDimensions)
- HTML, CSS (basic), Adobe Acrobat (fillable forms)
- UX Writing, Content Optimization (SEO, usability focus)
- Newsletter & Email Campaign Development (MailChimp)
- Project Management Support (SharePoint, Balsamiq, Jira)

EDUCATION

Cedarville University

Bachelor of Arts in Professional Writing and Information Design

Cedarville, OH

May 2020

Relevant Coursework: Content Strategy and Development | Corporate Culture | Professional Editing

Production Tools and Document Design | User Experience for the Web | Instructional Design

RELEVANT EXPERIENCE

Content Writer | MobiWork 5/2024-3/2025

- Write and edit public website content.
- Manage and write content for the monthly newsletter.
- Use HTML to create the newsletter in Eclipse and send using MailChimp
- Write blog posts related to field service management software and optimize them with SEO best practices.

Technical Writer | Gift of Life Marrow Registry 1/2024-3/2024

- Writing, editing and maintaining standard operating procedures, forms, logs, checklists and other documentation within Gift of Life Marrow Registry.
- Formatting documents using Microsoft Word and Adobe Acrobat to create interactive, fillable forms.
- Using a proprietary software called MatchQuest for document management.
- Using Excel to maintain organization of numerous documents in different stages of document review and approval process.

Project Assistant/Content Writer | Mayo Clinic | 4/2021 – 1/2024

- Assisted with multiple projects related to documentation, web content editing, user experience, and content editing for the Experience Relationship Management (XRM) team. The Experience Relationship Management team is an internal consulting group that helps staff members identify where they can make changes in their workflow using technology or implementing a different project management framework to improve the effectiveness of their process.
- Designed, edited, and managed content for internal intranet sites and digital newsletters using WordPress, SharePoint, and Microsoft Dynamics.
- Developed and edited internal training courses in Articulate Rise and Storyline, covering topics such as CRM use, leadership development, and Microsoft Teams adoption.
- Led content transformation projects to improve UX and information architecture on internal intranet sites.
- Supported change management initiatives by developing eLearning materials and CRM adoption training.
- Collaborated with the Experience Relationship Management team to optimize documentation and workflows.

Freelance Content Writer | Content Bacon, Davie, FL | 11/2020- 4/2021

- Create relevant and engaging inbound marketing content based on assigned topic which includes blog posts, articles, social media posts, and newsletters
- Work with an editor to revise content

Technical Writer for the Web Team | Asia Society New York, New York, NY | 05/2018–08/2018

- Wrote, designed, and edited help documentation for company's content management system (Drupal)
- Documented tasks for using Drupal by taking screenshots of the process and writing instructions
- Created instructional guide in WordPress using basic html code and Photoshop for editing screenshots
- Researched grants for Asia Society

OTHER EXPERIENCE

Reservations Agent | Ocean Properties, Delray Beach, FL | 01/2020–06/2020

User Services Assistant | Information Technology Department, Cedarville, OH | 08/2018–05/2019