Sara **Joyce**

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Tulsa, OK | Remote 📍
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KEY SKILLS

- Conversation Design
- Prompt Design & Iteration
- LLM Prompting Techniques
- User Intent & Language Analysis
- Dialogue & Content Structuring
- Conversation Flow Thinking
- SME Interviewing
- Knowledge Translation
- Content Systems
- Style Frameworks
- Content Quality Review
- Workflow & Process Design
- Cross-Functional Collaboration
- Project Management

EDUCATION

University of Oklahoma 2005

BA: Linguistics

Minor: Chinese

SUMMARY

Linguistics-trained conversation design and content systems professional with 10+ years of experience translating complex healthcare and technical information into clear, user-centered communication. Skilled in prompt design, iterative testing, and building structured frameworks that turn messy workflows and SME insight into scalable, human-sounding dialogue and content experiences.

PROMPT DESIGN EXPERIENCE

- Designed and iterated on AI chatbot prototypes using Voiceflow and LLM platforms, focusing on natural language flow, guardrails, and user clarity.
- Developed prompt frameworks and reusable patterns to improve response quality and consistency.
- Applied linguistic analysis and user-intent modeling to refine AI outputs through iterative testing.
- Experimented with structured prompting techniques including role prompting, few-shot examples, and constraint-based prompting.
- Created AI workflow experiments demonstrating practical applications for content and customer communication.

PROFESSIONAL EXPERIENCE

ENDEAVORB2B

Content Strategist | Remote | Oct 2022–Present

- Lead cross-functional content workflows for two national healthcare publications, translating complex clinical knowledge into clear, user-centered communication.
- Use analytics and audience behavior data to refine content logic, improve comprehension, and drive iterative improvements.
- Build repeatable content frameworks that standardize tone, structure, and quality across digital, print, and educational materials.

Associate Editor | Remote | May 2020–Oct 2022

- Applied SEO and user-intent research to improve discoverability and clarity of digital healthcare content.
- Partnered with marketing and clinical teams to align messaging with audience needs and business goals.

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TOOLS + PLATFORMS

LLM platforms (ChatGPT, Claude)

Voiceflow

Prompt libraries & documentation

Google Analytics & Search Console

CMS platforms

Project management tools

Microsoft Teams, Slack, Zoom

Google Workspace

Microsoft Office

Canva

Adobe Creative Suite

Sprout Social

EXPERIENCE (CONTINUED)

RED PEN GIRL

Owner & Freelance Editor/Writer | Remote | Oct 2015–May 2020

- Helped agencies and corporate clients translate complex subject matter into concise, audience-aligned communication across web, marketing, and proposals.

FUNNEL DESIGN GROUP

Creative Services Manager | Oklahoma City | Apr 2013–May 2015

- Managed end-to-end delivery of client communication projects across design, writing, and development teams.
- Served as the central liaison between clients and creatives, translating requirements into clear, actionable deliverables.

STAPLEGUN

Vice President, Creative Services | Oklahoma City | Jan 2012–Apr 2013
Creative Services Manager | Oklahoma City | Feb 2010–Jan 2012

- Directed project delivery and resource planning for a 30+ person creative team across digital and advertising initiatives.
- Led client meetings and translated strategic goals into clear execution plans and workflows.

ACKERMAN MCQUEEN

Proofreader | Oklahoma City | Jul 2007–Apr 2008

- Reviewed multi-platform campaign content for clarity, tone, accuracy, and brand consistency.