

Sarah DeGeorge, M.A. English Rhetoric & Composition, 2018

By Brianna Hamilton & Cailyn Richer

Lead User Experience Writer, Walmart

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Sarah DeGeorge graduated from WKU in 2018 with her Masters in English, with a concentration in Rhetoric and Composition. She previously earned bachelors degrees in English and Psychology from Bellarmine University with a minor in Business Administration in 2018. After earning her masters, DeGeorge went on to complete doctoral coursework in English at the University of Cincinnati in 2019.



Since she was in junior high, DeGeorge had a passion for writing and English. "I knew when I went to Bellarmine that I wanted to study English," she stated. "That was just kind of always something that I enjoyed. Those were really the classes I enjoyed."

However, DeGeorge approached the English field with caution while earning her undergraduate degrees. False assumptions surrounding an English degree and its marketability, she said, initially prevented her from diving headfirst into the program.

"One of the reasons that I studied psychology and business at Bellarmine was because both of those seemed like pretty safe choices as far as what you can do with them," DeGeorge stated. "I really wish that I hadn't let maybe the reputation, or things that you hear about a career in English, dissuade me from jumping in full force early on."

Despite these false assumptions, the benefits of an English degree quickly presented themselves to DeGeorge, who stated, "A lot of times, people don't know just how valuable an English degree can be. There's nothing else that can replace good written communication and the ability to reason through words."

DeGeorge attributes much of her success to her time at WKU, where she gained essential skills such as “professionalism, public speaking, confidence, and research.” She cites Dr. Angela Jones, Dr. David Lenoir, and Dr. Sandra Hughes as notable influences on her education and eventual career.

“One thing that I really took away from WKU was that I was surprised just by how challenged I would be,” she said. “I’m really thankful for how challenged I was.”

Another influence was her time as an instructor, when she taught Intro to Writing and remedial English courses.

“I think having that confidence and actually forcing yourself to go up and to get up in front of dozens of students, and be in charge and be engaging, that was something that I would have never gotten anywhere else,” DeGeorge said. “It’s helped now in my business and my professional life.”

All of these skills and experiences led DeGeorge to her current career as the Lead User Experience Writer for Walmart. “Essentially, I work with a team doing the in-app copy and content strategy for the supply chain apps at Walmart,” she explained.

App writing and developing is not typically associated with English, but DeGeorge believes that her background in English sets her apart from those without that same background.

“Coming in with that expertise of the rhetoric behind language and behind the words that you choose, how you choose to present that language in an app, that’s something that I think a lot of other individuals don’t maybe have the experience or the skills to do, and that’s something that I did definitely learn from the WKU English Department,” DeGeorge stated. “When it comes to technology, when it comes to using apps, you really need to be able to use language and understand language really well to be able to get successful outcomes through these flows.”

Both DeGeorge’s educational and professional experiences have proven the pivotal role English plays in any discipline, despite its negative reputation.

“I think English as a degree has changed a lot, and I think the need for writers in the world, I’ve personally seen, has changed a lot,” DeGeorge said. “A question that you hear all the time is, ‘Well if you’re going into English, what are you going to do, teach?’ And I think that’s a bias that a lot of people hear when actually, writing is growing.”

