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Sarah Stanfield

Qualifications

Writer and editor with 15 years of experience, specializing in content designed to engage and maintain the interest of target audiences.

Experience

Founder, Sarah Gets It Write (March 2010-Present)

Head content-strategy and writing consultancy catering to public relations and marketing/communications firms, magazines and digital media outlets.

- Develop bylined (ghost-written) articles and opinion pieces, press releases, case studies, executive summaries, corporate bios, new-business proposals and website copy that clearly and concisely communicate benefits of client products and services to specific audiences.
- Advise clients on drafting media deliverables that effectively draw target readers to a product or service.
- Write feature articles, short pieces and essays for a variety of print and online magazine clients.
- Field grammar, style and spelling questions from clients, enabling them to create high-quality editorial.
- Mentor employees of clients tasked with writing projects, helping them improve their work.

Account Executive, D. Pagan Communications (May 2008-March 2010)

Managed all account activities for several clients of a public relations company servicing the professional broadcast, audio and live-performance markets.

- Strategized long- and short-term media campaigns with clients and fellow D. Pagan team members.
- Introduced and familiarized key journalists with client messaging, product offerings and contacts, landing clients feature articles in several well-regarded industry magazines.
- Cultivated relationships with individual writers and editors to gauge their content needs, ensuring efficient, well-targeted delivery of client information.
- Tracked editorial calendars of target publications to ensure maximum client coverage in all relevant articles and special sections.
- Performed content and copyediting of deliverables with such speed and quality that earned contract position as head of copyediting team after leaving D. Pagan to start Sarah Gets It Write.

Writing/Editing Consultant, Various Clients (January 2005-April 2008)

Forged successful full-time freelance writing and editing career.

- Crafted press releases and bylined articles for several clients of Pipeline Communications, a prominent broadcast-industry public relations agency.
- Devised marketing copy, including newsletter articles and website content for Harris, Rothenberg International, producer of employee assistance programs for some of the largest corporations in the world.
- Reported for a special short-term section of the *Queens Chronicle*, a regional newspaper.
- Spearheaded launch of *Mobile TV Update*, a pioneering e-newsletter on the emerging mobile-video market for *Broadcast Engineering* magazine.

Managing Editor, NewBay Media (December 2000-December 2004)

Ran daily operations at *DigitalTV* magazine, a top-tier trade publication for television broadcast production sector.

- Wrote and edited hundreds of feature articles and short pieces on emerging digital TV market.
- Assigned and oversaw all freelance projects, guiding writers on content, grammar and style.
- Collaborated with editor in chief and publisher on launch of *SportsTV Production*, a sister publication to *DigitalTV* devoted to digital TV technology in sports broadcasting.

Education

George Washington University, Washington, DC — B.A. in Anthropology, *Magna Cum Laude*, Phi Beta Kappa, 1999.