

Sarah Jean Kathleen Moomaw

Education

Northeastern University

B.A. in Journalism | January 2013 | Boston
Graduated Cum Laude, Delta Alpha Pi Honor Society, DRC Peer Leaders
Sports Editor at Huntington News
Awards: *Northeastern University School of Journalism's 2013 Jacqueline Kornish Award*, *2012 Associated Press Sports Editors Scholarship*, *2011 ONA Conference Student Newsroom participant*

Skills

Proficient

Microsoft Office (Word & Excel, including pivot tables), Adobe Creative Suite (InDesign, InCopy, Lightroom & Photoshop), various CMS platforms (including WordPress and in-house built), AP Style, writing and editing, data analysis

Familiar

Salesforce, Google Analytics, PowerPoint, photography, email newsletter platforms (Constant Contact, MailChimp, in-house built, etc.)

Get In Touch

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Experience

Travelzoo

Associate Producer | Nov. '16 - Present | New York
Acts as campaign and content manager for revenue share and paid media contracts
Writes landing pages for entertainment, leisure and travel campaigns maintaining company's editorial voice while incorporating partner's touch points
Optimizes campaign reach and exposure via email, Top 20 newsletter, website and homepage placements, social media, etc.
Analyzes performance to help reach internal and partner's ROI and KPIs
Compiles post-campaign case studies to share internal best practices, successes, growth and learning opportunities
Mentors Assistant Producers and interns
Awards: *Producer of the Month – July '18, Publisher's Choice Award – '18: Q1 and Q3, Producer of the Week – Aug. '17*

Hawkins International Public Relations

Account Coordinator | Sept. '15 - Nov. '16 | New York
Wrote and distributed pitches and press releases to secure coverage for luxury hospitality clients in print, broadcast and online media
Handled media requests from journalists, editors and social media influencers
Compiled monthly public relations activities and coverage reports
Managed interns: assigned and reviewed projects
Secured coverage: *USAToday, Today.com, Travel + Leisure, Vogue, Condé Nast Traveler, Departures, Gotham, among others*

The Daily Hampshire Gazette

Sports Reporter | Dec. '13 - Aug. '15 | Northampton, Massachusetts
Wrote game stories, features, nightly round-ups, blog posts and long-form pieces for the sports section, covering 13 high schools, three Division III colleges and Division I University of Massachusetts Amherst
Assisted with editing, packaging and layout using Adobe InCopy and InDesign
Monitored and managed social media accounts
Supervised interns: planned assignments, edited work and provided feedback
Contributed food features to the weekend Food page

The Meridian Star

Sports Reporter | May '13 - Nov. '13 | Meridian, Mississippi
Covered 19 high schools, two junior colleges and Mississippi State University
Wrote feature stories pertaining to the local sporting community
Assisted with editing, packaging and layout using Quark 6.5

The Boston Globe

Globe Correspondent | Jan. '11 - Aug. '15 | Boston
Staff on the high school and college sports desk producing game stories, round-ups, features and blog posts; held the high school cross-country/track & field beat
Completed "This Day in Fenway Park History" project as part of the Fenway 100 celebration, which ran in print daily from April 1 through October 31, 2012
Globe South Co-op: produced Boston.com's "Your Town" page fronts and photo galleries; wrote for the weekly Globe South regional section

Freelance Writer

NJ.com | Bergen Record | Boston Globe | The Associated Press | The Press of Atlantic City | Deutsche Presse-Agentur | April '11 - Present
Assignments have ranged from the 2013 Masters to college and high school sports