

Sarah Boyle

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SUMMARY

Creative leader and writer with a lifelong passion for all things related to books, storytelling, and mission-driven work. Proven track record of tackling quickly-growing responsibilities; creating compelling content; and leading, managing, and strengthening the writing of others. Known for leading with integrity, logic, and compassion; excellent oral and written communication skills; and an organized, get-it-done approach.

- Writing and copywriting of all kinds
- Initiating and leading projects
- Collaborating/Relationship building
- Managing and Training
- Editing and providing feedback
- Creative problem solving
- Marketing and Communications
- Creating Content
- Google Suite, Mailchimp, Flodesk, WordPress, Slack

EXPERIENCE

The Hoboken Girl/The Montclair Girl — Hoboken, New Jersey

4/2022-11/2022

Senior Editor

(Hyperlocal media sites with more than 130,000 followers, covering: local news; various lifestyle topics such as travel, beauty, fitness, parenting, food, etc.; people features; business profiles; and more)

Responsible for all content on two websites in different regions, which entails: writing or assigning all articles; generating content ideas or vetting those of others; editing and fact-checking all articles; tracking and covering breaking news; utilizing trending searches to inform content; and monitoring traffic via Google Analytics to make strategic content decisions.

- Quickly grasped the nuances of two vastly different audiences in order to generate audience-specific content
- Vetted, hired, trained, assigned articles to, and edited all submissions from more than 20 freelance writers
- Formed mutually-beneficial partnerships with local influencers and businesses
- Partnered with sponsors to create content aligned with brand voice
- Managed, coached, and helped develop interns and an editorial assistant, who received a promotion under my mentorship
- Created a feedback system highlighting the most effective articles to educate and motivate freelancers
- Helped grow audience on social media, Flodesk, and the two websites
- Responded to emails from readers on both sites, calming reactions and maintaining readership
- Applied SEO best practices to all articles, increasing site performance
- Tailored articles and contributed video content for optimal performance on social media
- Highlighted inefficiencies and causes of employee burnout to management, providing actionable solutions

Writopia Lab — New York, New York

1/2020-4/2022

Program Administration Manager & Creative Communications Assoc., Instructor, Litmags Editor-in-Chief

Community Engagement & Creative Communications Assoc., Instructor, Litmags Editor-in-Chief 12/2020-4/2022

Senior Editor of Litmags

9/2020

Registration Coordinator, Instructor

1/2020-12/2020

(Non-profit that fosters joy, critical thinking, and literacy in children of all backgrounds through creative writing)

Responsible for teaching and curating curriculum for writing workshops for kids ages 4-18; managing a registration team with two direct reports; writing, designing, and managing Mailchimp emails to market to 40,000 people; helping write, organize, and plan out social media posts & campaigns; editing kids' submissions and curating quarterly

magazine; and helping enroll writers in workshops.

- Quickly and consistently given increased responsibility, scope of work, and leadership roles
- Consistently requested by my students for workshop re-enrollment
- Created and co-led a fiction editing seminar for the fiction department of J-Girls Magazine
- Wrote and designed an email blast that resulted in one of the largest single donations ever
- Managed and trained team of 2-6 Litmags interns
- Created and implemented a streamlined submissions process for the online literary magazine
- Trained and managed new registration team members during our busiest season
- Pitched and created a Mandated Reporter manual for Writopia educators, based on an experience with a student; currently used for training

Langtons International Agency – New York, New York

6/2019-8/2019

Intern

Responsible for reading manuscripts and providing editorial feedback and next-step recommendations

- Served as one of three readers to determine a manuscript's readiness for representation

Sydney Story Factory — Sydney, Australia

7/2018-11/2018

Intern

(Not-for-profit creative writing center for marginalized young people)

Responsible for teaching children from marginalized communities to express themselves through creative writing

- Described on evaluation as a “model intern who threw herself into everything with enthusiasm and intelligence”

Jane Goodall Institute – Vienna, VA

5/2017-7/2017

Roots & Shoots Intern

(The youth service arm of the global community conservation organization)

Responsible for producing and editing website copy, program blurbs, training material, and other outreach

- Was described as having “elevated the mission of JGI” and leaving an “impact that will be felt for years”

OTHER ACTIVITIES

Lullwater Review — Atlanta, GA

2/2017–12/2019

Treasurer and Editor

(Nationally-recognized, student-run literary magazine)

TAPinto Westfield — Westfield, NJ

9/2015 - 8/2016

Intern and Freelance Writer

EDUCATION

Emory University, Atlanta, GA

December 2019

Bachelor of Arts in English and Creative Writing, Minor in Anthropology; GPA 3.98

Creative Writing Honors Program: Selected by author Tayari Jones to write a novella under her mentorship

Honor Societies: Phi Beta Kappa, Phi Eta Sigma

OTHER

Languages: Proficient in Spanish and American Sign Language

Interests: Avid reader; guitar, piano, and ukulele player; singer/songwriter