


## CONTACT

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 [View my portfolio](#)

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## SKILLS

Strategic Planning & Execution  
Message Development  
Corporate Storytelling  
Media Relations  
Crisis Communications  
Internal Communications  
Executive Communications  
Thought-Leadership Campaigns  
Content Marketing  
Social Media Strategy  
Ghostwriting & Editing  
Project Management  
Lead/Mentor Teams

## INDUSTRY EXPERIENCE

Communications Agencies  
Energy & Environment  
Financial Services  
Government Agencies  
Healthcare & Life Sciences  
Legal Services  
Media & Publishing  
Nonprofit Organizations  
Tech & IT Consulting

## AWARDS

- Best Media Relations Program of the Year, Legal Marketing Assoc., 2014, 203, 2008, 2006
- Best Corporate Video: Washington State Lottery, National Association of State & Provincial Lotteries, 2002
- Silver Anvil Award: Best Product Launch-Healthcare, PRSA, 1999

## EDUCATION

**University of Washington**  
MFA, Fiction Writing

**Mount Holyoke College**  
BA *magna cum laude*  
English Language & Literature

# SANDI SONNENFELD

## PUBLIC RELATIONS & MARKETING COMMUNICATIONS

### ACCOMPLISHMENTS

- 15+ years agency and in-house B2B experience developing and implementing sophisticated PR programs to educate and influence key decision-makers
- Secured 800+ media interviews in the *NY Times*, *WSJ*, *Washington Post*, *Reuters*, *AP*, *CNBC*, *NPR*, etc.
- Ghostwrote/placed 250 bylined articles, [op/eds](#), [emerging trends Q&As](#) and other [thought-leadership](#) on behalf of executives in *Forbes*, *Reuters*, *Bloomberg BusinessWeek*, *Aviation Weekly*, *American Banker*, *Compliance Week*, etc.
- Increased thought-leadership coverage in top-tier news outlets by 110% in 18 months
- Trained 120+ executives on how to maximize media interviews and speaking events
- Provided crisis communications counsel and support on 15+ crises, including the BP/Deepwater Horizon oil spill, Title VII allegations, OSHA violations
- Conducted key messaging summits, including SWOT analysis
- Wrote/distributed [press releases](#), [blogs](#), web pages, FAQs, white papers, [newsletters](#), executive profiles, [case studies](#), streaming videos, polls, etc.
- Translated legal, medical, technical and financial jargon into plain English
- Oversaw the production of internal employee blog via SharePoint—42% open rate
- Participated in LinkedIn “Train the Trainer” pilot program to help executives [build strong social profiles](#) and attract followers/prospective clients
- Strong background pitching/writing about regulated industries

### EXPERIENCE

**Principal, Sonnenfeld Strategic Communications, Poughkeepsie, NY, 2015-Current**  
Provides content development, ghostwriting services, and PR counsel on a freelance basis. Advises on social media strategy w/focus on LinkedIn. Representative clients include Teladoc Health, Upstate Capital, HealthQuest, MetaJure, and Authors Guild.

**Director of PR & Firmwide Communications, Kaye Scholer, New York, NY, 2011-14**  
Led integrated communications function focused on thought-leadership to attract/retain legal clients and talent. Supervised four staffers and outside crisis agency.

**Public Relations Director, Pillsbury Winthrop Shaw Pittman, New York, NY, 2006-11**  
Led PR function at 800-lawyer, 10-office law firm. Moved firm from reactive to proactive media strategy centered on thought-leadership to stabilize and rebuild firm’s reputation after a messy merger. Supervised team of four and one UK freelancer.

**Regional Media Relations Manager, White & Case, New York, NY, 2003-06**  
Oversaw media relations for seven offices in U.S. and Latin America at 2,000-lawyer global firm. Identified and pitched news stories, ghostwrote/placed bylined articles.

**Account Supervisor, Publicis Dialog (A Division of Publicis), Seattle, WA, 1998-2002**  
Created and executed integrated PR and crisis communications programs for agency clients, a mix of healthcare, tech, legal, energy, and governmental entities.

**Writer & Freelance Journalist, Seattle, WA, 1989-1998**  
Wrote white papers, video scripts, op/eds, newsletters for medical communications firm. Published articles in *Harvard Business Review*, *Puget Sound Business Journal*, *International Journal of Medical Marketing*, *Media Inc.*, *Animals*, etc.