

# SARA MARCUS KAPLANIAK

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*Apply professional experience in communications to help organizations find the right messages and mediums for advancing their mission.*

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## SKILLS

- ◆ Copywriting
- ◆ Copyediting
- ◆ CMS Management
- ◆ Content Strategy
- ◆ Project Management
- ◆ Interviews
- ◆ Proofreading
- ◆ Research
- ◆ Social Media
- ◆ Op-Eds
- ◆ Press Releases
- ◆ Profiles

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## EMPLOYMENT

### THE LILYROCK GROUP

[www.lilyrockgroup.com](http://www.lilyrockgroup.com)

Camp Hill, Pennsylvania

#### **Communications Consultant/2003–present**

- ◆ Work with clients to create a strategy for promoting their work.
- ◆ Develop content for newsletters, websites, blogs, reports, brochures, magazines, fact sheets, press releases, case statements, interviews, social media and more.
- ◆ Prepare and upload content for website platforms; track analytics.
- ◆ Manage multiple projects, designers and other sub-contractors to meet client deadlines.

#### **Clients** (past and present)

AAUW

Chesapeake Bay Journal

Central Penn Business Journal

Goodwill Industries

Jane Goodall Institute

Keystone Edge

Pennsylvania Bureau of State Parks

Pennsylvania Family Support Alliance

Schuylkill Center for Environmental Education

Sentara Martha Jefferson Foundation

The Nature Conservancy

The Trust For Public Land

Trout Unlimited

Wilmington Montessori School

### THE NATURE CONSERVANCY

Arlington, Virginia

#### **Writer and Editor/2002–2003**

Worked on a team charged with producing the *Field Guide to The Nature Conservancy*, which highlighted TNC's conservation approach, priorities and selected projects around the world.

#### **Policy & Communications Specialist/1999–2002**

Initiated partnerships and identified funding opportunities within the federal agency that oversaw marine conservation. Edited a publication intended to influence appropriations for federal programs advancing conservation.

#### **Communications Manager/1995–1999**

Produced articles and best practices reports, and managed print and digital communications used by conservation practitioners.

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## **EMPLOYMENT** (*cont'd from front page*)

### **OFFICE OF U.S. SENATOR HARRIS WOFFORD**

*Washington, D.C.*

#### **Legislative Correspondent/1992-1995**

Followed issues and legislation pertaining to environment, energy, small business and national service. Responded to letters from Pennsylvania constituents. Drafted talking points for the Senator. Represented the Senator at hearings and meetings. Staffed the Senator at events, including on the Senate floor.

### **ISLAND PRESS**

*Washington, D.C.*

#### **Editorial Assistant/1991-1992**

Assisted the editorial, production, and marketing departments.

## **EDUCATION AND HONORS**

### **Master of Public Administration**

*The George Washington University in Washington, D.C.*

Certificate in Environmental Policy & Management; Pi Alpha Alpha Public Administration Honor Society; Bryce Harlow Foundation Scholarship; Columbian Women's Scholarship

### **Bachelor of Arts in Political Science/Minor in English Literature**

*The Pennsylvania State University in University Park, Pennsylvania*

## **SIDE HUSTLE**

Outside of my "day job" I am managing and reviving our family's independent, second-hand bookstore, which my late father launched more than 40 years ago.

## **INTERESTS AND ACTIVITIES**

Walking; Hiking; Kayaking; Reading; Gardening; Finding Live Music; Visiting Our Grown-up Kids; Traveling

*References and writing samples will be made available upon request.*