

SARA MARCUS KAPLANIAK

Apply more than twenty years of professional experience in policy and communications towards helping organizations with a mission to make the world a better place.

SKILLS

- ◆ Copywriting
- ◆ Copyediting
- ◆ Content Strategy
- ◆ Social Media Management

EMPLOYMENT

THE LILYROCK GROUP

www.lilyrockgroup.com

Camp Hill, Pennsylvania

Communications Consultant / *June 2003–present*

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

Clients (past and present):

AAUW

Chesapeake Bay Journal

Central Penn Business Journal

Outdoor Delaware

Pennsylvania Bureau of State Parks

Keystone Edge

Delaware Wild Lands, Inc.

Denver Butterfly Pavilion

The Nature Conservancy

Trout Unlimited

Wilmington Montessori School

THE NATURE CONSERVANCY

Arlington, Virginia

Writer and Editor / *June 2002–April 2003*

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

Policy & Communications Specialist / *August 1999–June 2002*

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

Communications Associate / *April 1995–August 1999*

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

SARA MARCUS KAPLANIAK

EMPLOYMENT (Cont'd)

OFFICE OF U.S. SENATOR HARRIS WOFFORD

Washington, D.C.

Legislative Correspondent / *October 1992-January 1995*

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

ISLAND PRESS

Washington, D.C.

Editorial Assistant / *February 1992-October 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

CIVIC DUTY

- The Lion Foundation in Camp Hill, Pennsylvania
(educational foundation)
- The Earl Besch Project
(community foundation)
- Camp Hill School District High School and Middle School Association
(educational committee)
- Bethesda Mission in Harrisburg, Pennsylvania
(soup kitchen)

INTERESTS AND ACTIVITIES

Walking; Hiking; Kayaking; Reading; Gardening; Finding live music; Parenting Noah and Lily; Managing The Bookworm Bookstore of Harrisburg, Pennsylvania

References and writing samples will be made available upon request.