

SARA MARCUS KAPLANIAK

Apply more than twenty years of professional experience in policy and communications to help organizations find the right messages and mediums for advancing their mission.

SKILLS

- ◆ Copywriting
- ◆ Content Strategy
- ◆ Proofreading
- ◆ Ghostwriting
- ◆ Copyediting
- ◆ Proofreading
- ◆ Research
- ◆ Talking Points
- ◆ CMS Management
- ◆ Project Management
- ◆ Social Media
- ◆ Speech Writing

EMPLOYMENT

THE LILYROCK GROUP

www.lilyrockgroup.com

Camp Hill, Pennsylvania

Communications Consultant/2003–present

- ◆ Work with clients to create a strategy for promoting their work.
- ◆ Write and edit content for newsletters, websites, blogs, donor communications, 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 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 Lion Foundation

The Nature Conservancy

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*, a book highlighting the organization'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 issues. 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.

SARA MARCUS KAPLANIAK

EMPLOYMENT (Cont'd)

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 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/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

CIVIC DUTY

- ◆ 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.