

SARA MARCUS KAPLANIAK

I apply more than twenty years of professional experiences in the policy and communications fields towards helping organizations with a mission to make the world a better place.

EMPLOYMENT

THE LILYROCK GROUP

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, web sites, blogs, reports, brochures, magazines, fact sheets, profiles, interviews, press releases and social media.
- Prepare and upload content for website platforms; track website analytics.
- Conduct and organize research.
- Coordinate designers and other sub-contractors as needed.
- Manage multiple projects and deadlines to meet the needs of every client.

Clients (past and present):

AAUW

Chesapeake Bay Journal

Central Penn Business Journal

Outdoor Delaware

Pennsylvania Bureau of State Parks

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. Developed, wrote and edited additional materials aimed at raising awareness, influencing action and generating support.

Federal Policy 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.

Conservation Planning Coordinator / *March 1997–August 1999*

Served as a clearinghouse for information and resources needed by practitioners through the production of articles and best practices reports, design and maintenance of a website, and compilation of tools on useful methodologies.

Staff Assistant / *April 1995–March 1997*

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EMPLOYMENT (Cont'd)

OFFICE OF U.S. SENATOR HARRIS WOFFORD

Washington, D.C.

Legislative Correspondent / *August 1993-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.

Staff Assistant / *October 1992-August 1993*

Represented the Senator to constituents calling or visiting from Pennsylvania. Handled congratulatory correspondence.

ISLAND PRESS

Washington, D.C.

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., May 1996

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, May 1991

CIVIC DUTY

Volunteer and Former Board Member

The Lion Foundation in Camp Hill, Pennsylvania

Volunteer

Camp Hill School District High School and Middle School Association

Volunteer

Bethesda Mission in Harrisburg, Pennsylvania

INTERESTS AND ACTIVITIES

Reading; Gardening; Walking; Hiking; Kayaking; Finding live music; Parenting Noah and Lily; Assisting at the Bookworm Bookstore of Harrisburg, Pennsylvania

References and writing samples will be made available upon request.

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