

SARA MARCUS KAPLANIAK

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

SKILLS

- ◆ Copywriting
- ◆ Content Strategy
- ◆ Proofreading
- ◆ Ghostwriting
- ◆ Copyediting
- ◆ Project Management
- ◆ Research
- ◆ Talking Points
- ◆ CMS Management
- ◆ Interviews
- ◆ Social Media
- ◆ Grant 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.
- ◆ 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

Delaware Wild Lands, Inc.

Goodwill Industries, International

Jane Goodall Institute

Keystone Edge

Outdoor Delaware

Pennsylvania Bureau of State Parks

The Land Trust Alliance

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

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.