

Sarah Fine

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PROFESSIONAL EXPERIENCE

Frankly Spoken Productions

New York, NY

Communications Manager

March 2025—Present

- Develop brand identity and voice for Tony-nominated theater production company, including creation of style guide and brand communications plan
- Own email marketing and social media strategies, investor news and updates on FSP slate of productions, in addition to all related copy, website design and updates
- Lead relationships with talent, acting as in-house consultant for personal branding and associated creative assets

The Knot Worldwide

New York, NY

Editor, Branded Content

Aug. 2021—Nov. 2025

- Developed custom content concepts and strategy in collaboration with sales, account management and integrated marketing teams for national brands like Crest, State Farm and Pampers, balancing client messaging and KPIs with TKWW editorial voice and style
- Led end to end production of 30+ branded campaigns per year, coordinating social media, design and content teams to ensure client goals and deadlines are met
- Exceeded annual Global Media Solutions department revenue goal through campaign execution and optimization, client retention and cultivation of new business opportunities
- Wrote and provided creative direction for multi-platform campaigns spanning long-form editorial, social extensions, interactive experiences, quizzes and owned-channel marketing for leading consumer brands
- Leveraged Google Analytics to track campaign performance towards client KPIs and industry benchmarks

Yahoo

New York, NY

Editorial Coordinator, Yahoo Shopping | Contributing Writer, Commerce

Jan. 2020—Aug. 2021

- Developed and maintained content calendar and led cross-functional execution across Yahoo ecosystem
- Curated and copy-edited 25+ campaign landing pages for Yahoo Shopping tentpole and commerce moments, utilizing affiliate networks, proprietary CMS and data analytics tools to track campaign KPIs
- Designed, wrote and edited weekly Yahoo Shopping e-newsletter reaching ~2M subscribers
- Researched and wrote ~15 trending shopping articles for commerce content team utilizing affiliate revenue model

Luxe Collective Group

New York, NY

Associate Media Strategist

April 2019—Dec. 2019

- Oversaw daily operations for a portfolio of luxury clients, such as Swatch Group, National Diamond Council and Hermès, coordinating workstreams and deliverables across media partners, data trafficking and analytics teams; and managing campaign administration and partner relationships with creative agencies, influencers and publishers
- Built and maintained media flowcharts, insertion orders, purchase authorizations and client-facing presentations
- Researched, developed and executed media plans across various channels, including digital and print, display media, custom content and paid social, SEM, OTT, OOH and linear TV to support campaign objectives

EDUCATION

Emory University, College of Arts & Sciences

Atlanta, GA

Bachelor of Arts, English & Media Studies

RELEVANT SKILLS

AP Style | SEO | Google Analytics | Parse.ly | Asana | Ceros | Contentful | Meta Business Suite | Jira | Basic HTML code | Stensul | Epsilon | Proficient in Adobe Photoshop | Basic Adobe Illustrator & InDesign | WordPress | Squarespace | Canva | Proficient in Spanish