

# Sarah Fine

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## PROFESSIONAL EXPERIENCE

### 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, assigned and edited ~40 original pieces of sponsored content per year across categories and formats, including long-form articles, advertorials, interactive experiences, quizzes, social cutdowns and extensions, in addition to co-promotional copy for The Knot, The Bump and Wedding Wire owned and operated channels
- Leveraged Google Analytics to track campaign performance internally to determine insights relevant to client KPIs and industry benchmarks

### Yahoo

New York, NY

*Editorial Coordinator, Yahoo Shopping | Contributing Writer, Commerce*

Jan. 2020—Aug. 2021

- Developed and maintained full-year content calendar and led cross-functional execution of activations 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 as contributing writer for commerce content team utilizing affiliate revenue model

### Luxe Collective Group

New York, NY

*Associate Media Strategist*

April 2019—Dec. 2019

- Managed daily operations for a portfolio of luxury clients, coordinating workstreams and deliverables across media partners, data trafficking and analytics teams; responsible for campaign administration and managing relationships with outside partners, including creative agencies, influencers and publishers
- Built and maintained media flowcharts, insertion orders, purchase authorizations and client-facing presentations and materials
- Researched, developed and executed media plans across various channels, including digital and print initiatives, ranging from display media, custom content and paid social to 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*

2014-2018

## RELEVANT SKILLS

AP Style | SEO | Google Analytics | Asana | Ceros | Stensul | Epsilon | Basic HTML code | Jira | Proficient in Adobe Photoshop | Basic Adobe Illustrator & InDesign skills | WordPress | Squarespace | Canva | Proficient in Spanish