

SARAH FINE

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PROFESSIONAL EXPERIENCE

The Knot Worldwide

Editor, Branded Content

New York, NY

Aug. 2021—Present

- Develop custom content concepts and strategy in response to advertiser RFPs, in collaboration with sales, account management and integrated marketing teams
- Lead production of branded campaigns, coordinating content, design and social media teams to ensure client goals and deadlines are met
- Exceed annual \$20M Global Media Solutions department revenue goal through campaign execution and optimization, client retention and cultivation of new business opportunities
- Write, assign and edit ~40 original pieces of custom content per year, including long-form articles, advertorials, interactive experiences, flowcharts and quizzes
- Produce copy for co-branded contests and giveaways, national direct e-mails, ad units and other promotional materials for sponsored content across The Knot, The Bump and Wedding Wire
- Leverage Google Analytics to track campaign performance internally to determine insights relevant to client KPIs and industry benchmarks

Yahoo

Editorial Coordinator, Yahoo Shopping | Contributing Writer, Commerce

New York, NY

Jan. 2020—Aug. 2021

- Developed and maintained content calendar and led cross-functional execution of full-year plans 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, copy 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

Associate Media Strategist

New York, NY

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

Bachelor of Arts, English & Media Studies

Atlanta, GA

2014-2018

RELEVANT SKILLS

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