

SARA BARON GOODMAN

EDITOR. CONTENT WRITER. JOURNALIST.



LANGUAGES

English: Mother-tongue, fluent
French: Fluent

EDUCATION

CONCORDIA UNIVERSITY
2012-2016 - Journalism BA

SCIENCES PO PARIS

2014 - International exchange student, Certificate of Social Sciences

DAWSON COLLEGE

2010-2012 - Literature Profile, DEC

ROYAL WEST ACADEMY

2005-2010 - High School Diploma

SKILLS

- Content creation
- Editing
- Journalistic writing / reporting
- Interviewing
- SEO and content optimisation
- Google Analytics
- CMS
- Copyediting
- Fact-checking
- Social media marketing
- Digital marketing
- Event planning
- Adobe InDesign
- Adobe Photoshop
- Final Cut Pro
- Blogging
- Basic web and app design
- Salesforce
- Hootsuite, Social Bakers & Google Analytics

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SARA BARON-GOODMAN

@SARAEDYE

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WORK EXPERIENCE

FREELANCE WRITER AND COPYWRITER. VARIOUS PUBLICATIONS.
2012 - ongoing

Current clients:

Airbnb Plus, Fy.com, Patch Plants, Secret Escapes, Goodfood, Plum Guides, EasyJet Traveller

Past bylines:

Dojo App London & Paris, Westender Magazine, The Cusp, Medicine Focus McGill Magazine, Local Montreal Tours, Rabble.ca, The Main Mtl

SENIOR EDITOR. THERECIPE.COM

November 2018-Januray 2019

Managed a team of 20-30 freelance writers, pitching article topics, fact-checking and sub-editing all their copy. Created images, adsets and content for Facebook compatibility, taking into account SEO and targeting algorithms to create content that would generate the most engagement. Data analysis on article engagement and audience targeting.

EDITORIAL ASSISTANT AND SOCIAL MEDIA MANAGER. SECRET ESCAPES.

September 2017- November 2018

Wrote, researched, sub-edited and fact-checked sales copy using the CMS while adhering to the Secret Escapes style guide. Pitched, researched and wrote copy for the in-house blog. Managed the company Twitter and Instagram accounts, sourced content and responded to customer service issues on Twitter, Instagram and Facebook, working closely with media partners.

PART TIME FREELANCE FILM EDITOR AND TRANSLATOR. DOJO APP.

August 2016 - November 2018

Sourced content, wrote copy, built stories into the app's interface adhering to the Dojo style guides and voice. Optimized search tags for SEO. Translated all content from the French Paris app to English for a UK audience.

BLOGGER. CONCORDIA UNIVERSITY SUMMER RESEARCH INSTITUTE.

June 2015 - Montreal

Selected by the university to be the sole in-house journalist for the 4-day conference. Created, managed, and reported for their blog. Generated social media engagement via Twitter and Facebook.

EDITOR. LIFE SECTION. THE CONCORDIAN.

September 2014 - May 2015 - Montreal

Responsible for all the articles in the section. Compiled and sent out story lists, wrote regular columns; peer-reviewed and fact-checked other sections and submitted pieces; assisted with production, copy, and layout.

ASSISTANT EDITOR. LIFE SECTION. THE CONCORDIAN.

September 2013- May 2014 - Montreal

Compiled and sent out story lists; peer-reviewed and fact-checked other sections and submitted pieces; wrote articles.

MARKETING AND COMMUNICATIONS INTERN. DELVINIA INTERACTIVE.

May - August 2013 - Toronto

Developed relationships and liased with clients. Wrote and edited copy, took part in PR and communications initiatives, generated social media engagement via Twitter, Facebook, and the company blog. Social media marketing and analytics.