


SARAH R. DOYLE

CONTACT

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 fudee76@gmail.com

 Rohnert Park, CA

SKILLS

- Content Strategy & Development
- Marketing
- Digital Media
- Brand Voice
- Design & Layout
- AP Style
- Project Management
- Sense of Humor

EDUCATION

Santa Rosa Junior College
Santa Rosa, CA | 2012-2014
Enology & Viticulture Studies

Allan Hancock College
Santa Maria, CA | 2010-2012
Enology & Viticulture Studies

Natural Gourmet Institute
New York, NY | 1998-1999
Professional Culinary Certification

New England Conservatory of Music
Boston, MA | 1994-1996
Bachelor Degree Studies
Music Performance

SUMMARY

Seasoned communications professional with 18 years of success creating engaging, informative, high-quality content for both print and digital media. Passionate storyteller with keen adherence to brand voice and message. Meticulous eye for design. Main areas of expertise include wine, spirits, food, and travel.

EXPERIENCE

JOURNALIST

2001 - PRESENT

Write long and short-form content for more than 50 national magazines, newspapers, and digital outlets.

PORTFOLIO:

<https://sarahdoyle.journoportfolio.com>

PUBLISHED CREDITS INCLUDE:

The New York Times, the Boston Globe, the Washington Post, the Chicago Tribune, Bon Appétit, Gourmet, Saveur, Wine Enthusiast, Wine & Spirits, Food & Wine, Sunset, Saveur, The Robb Report, Town & Country Travel, Cooking Light, Prevention, Health, Self, Time Out New York, Family Fun, Whisky Advocate, Nation's Restaurant News, The Knot.com, Bon Appétit, Sherman's Travel, Time Out New York Eating and Drinking Guide, Zagat Restaurant Guide (NYC).

COPYWRITER, EDITOR

2007 - PRESENT

Develop, create, and edit extensive range of written content, including press releases, media alerts, website copy, social media copy, advertorials, advertising, radio advertisements, press kits, print and digital newsletters, sales sheets, brochures, packaging copy, wine tasting notes, bottle copy, and more. Implement SEO and keyword strategies.

CLIENTS INCLUDE:

California Polytechnic University, San Luis Obispo Chamber of Commerce, Winery Exchange, Rodney Strong Vineyards, Halter Ranch Winery, Tolo Cellars, Evans, Hardy, & Young; Linda Parker Sanpei & Associates, Edward Sellers Winery, Red Barn Marketing, Stark Wine Company, Whitetail Winebar, HMS Travel

CERTIFICATIONS

Wine & Spirits Education Trust

Level 3 Award in Wine | 2019

Bruichladdich Malt Whisky Academy

Scotch Whisky Certificate | 2005

EXPERIENCE (CONTINUED)

MARKETING & COMMUNICATIONS MANAGER

THE CULINARY INSTITUTE OF AMERICA | NAPA, CA | 2017 - PRESENT

Develop and manage strategic consumer marketing initiatives and social media for The Culinary Institute of America's California locations. Editorial duties include the development and creation of digital newsletters, press releases, social media content, e-blasts, media alerts, blog posts, website copy, advertorials, signage, internal communications, and miscellaneous copy.

MARKETING/PR COMMUNICATIONS SPECIALIST II

REDWOOD CREDIT UNION | SANTA ROSA, CA | 2015 - 2017

Supported marketing and communications teams by writing and editing press releases, website copy, newsletters, award nominations and speeches, talking points, crisis and disaster relief communications, advertisements, advertorials, corporate and consumer emails, video scripts, social media, blog posts, annual report, history documents, and voice/style guide.

PR/MARKETING SPECIALIST (Temporary)

ST. JOSEPH HEALTH | SANTA ROSA, CA | 2015 - 2015

Wrote and copyedited press releases, the St. Joseph Health newsletter, St. Joseph's quarterly branded magazine, advertorials for the North Bay Business Journal, internal executive memos, medical brochures, doctor biographies, and website content. Ensured print and web collateral adhered to company brand standards.

MARKETING & WINE CLUB MANAGER

BIANCHI WINERY | PASO ROBLES, CA | 2008 - 2009

Developed and implemented strategic marketing initiatives. Wrote press releases, newsletters, web copy, press kits, advertisements, emails, bottle copy, tasting notes.

EDITORIAL MANAGER

SAN LUIS OBISPO CHAMBER OF COMMERCE | SAN LUIS OBISPO, CA | 2007 - 2008

Managed various editorial projects. Create and copyedited wide range of content.

SENIOR EDITOR

THE KNOT | NEW YORK, NY | 2000 - 2002

Created extensive editorial content for most popular online wedding channel in the United States and their print magazine, Weddingpages.