

SARAH DUNLAP

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[LinkedIn/Sarah Dunlap](#)

Dynamic and creative communicator with public relations, public affairs and journalism experience. An engaging leader and collaborator, passionate about communicating an organization's mission and vision across audiences.

SKILLS AND COMPETENCIES

- Excellent Writing, Editing and Communication Skills
- Policy and Advocacy Experience
- Innovative, Positive and Resourceful
- Goal-Oriented, Strategic Leader

PROFESSIONAL EXPERIENCE

The Baker Agency

Senior Account Executive

Pittsburgh, PA

10/2025 – Present

- Manage and execute strategic initiatives across 11 client accounts in areas including real estate, economic development and nonprofit, driving media relations and public affairs campaigns.
- Design and implement media relations and communications campaigns to advance clients' achievements and strategic objectives in various areas, including thought leadership and legislative advocacy.
- Develop and deliver high-impact media communications such as press releases, advisories, op-eds, media lists and pitches, ensuring timely and effective message positioning and client visibility.
- Contribute to new business development, facilitating connections, lead generation and proposal development.
- *Writing sample:* [Local CEO Sonny Bonacio shares how to navigate unpredictability and thrive in today's real estate market](#)

Allegheny Conference on Community Development

Communications Manager

Pittsburgh, PA

1/2023 – 10/2025

- Positioned CEO and leadership team as thought leaders through letters of support, testimonies, interviews, newsletters, speaking engagements and op-eds, increasing visibility on regional economic solutions.
- Managed communications for major investor and policy events, including annual summits, federal fly-ins and briefings, including panel strategy, scripting, collateral, invitation outreach and post-event content.
- Managed downtown revitalization messaging, crafting clear, accessible language for partners to position downtown as a modern, livable, mixed-use neighborhood becoming aligned with post-pandemic needs.
- Developed communications strategy for organization's energy policy framework to drive media coverage, stakeholder alignment and investor confidence in regional leadership and policy initiatives for the energy industry.
- Launched an investor newsletter that elevates organizational thought leadership and delivered focused updates on policy wins, industry momentum and regional economic progress to strengthen investor engagement and trust.
- *Writing sample:* [At PIT, a Legacy of Innovation Continues \(TEQ Magazine\)](#)

Senator John Heinz History Center

Communications Coordinator

Pittsburgh, PA

11/2021 – 12/2022

- Managed media preview of exhibition opening of “Pittsburgh’s John Kane: The Life & Art of an American Workman” from media alerts to coordinating interviews and seamless execution.
- Secured media coverage by building relationships with reporters and delivering tailored pitches, including the successful placement on Pittsburgh innovation featuring the History Center’s chief historian.
- Coordinated and staffed media interviews across local, national and international outlets, helping the History Center in securing more than 500 media clips and more than 135 million impressions in a year.
- Collaborated on content and supported on-site filming for monthly Pittsburgh Today Live segments featuring the CEO, expanding executive visibility and earned media reach.
- Served as the primary communications contact for Meadowcroft Rockshelter and Historic Village and the Fort Pitt Museum, managing media relations, drafting strategic messaging and overseeing social media content to ensure alignment with organizational priorities and brand voice.
- *Interview Sample:* [TechVibe Radio Explores Pittsburgh Innovations at the Heinz History Center \(TechVibe Radio\)](#)

Scottie Public Affairs

Associate

Pittsburgh, PA

2/2020 – 10/2021

- Assisted in developing and refining messaging and CEO communications for two national infrastructure advocacy campaigns and a CSPAN-broadcasted presidential candidate forum, contributing to bipartisan momentum that helped pass the \$1.2 trillion Infrastructure Investment and Jobs Act.
- Managed press file for Vice President Kamala Harris’s Child Tax Credit press event, ensuring alignment.
- Secured national press for virtual forum with Second Gentleman Doug Emhoff in support of Paid Leave for the U.S., elevating public understanding of caregiving policies.
- Served as lead copy editor for more than 15 reports/collateral on water infrastructure and advocacy, ensuring accuracy, clarity and alignment with brand voice and policy positioning.
- Created and led implementation of a cross-departmental style guide for a national client, enhancing message consistency and strengthening team-wide and partner communications.
- Developed CEO talking points for a national media tour supporting the grassroots campaign Imagine a Day Without Water; created and refined advocacy materials including proclamations, social media content and key messages that elevated campaign visibility and stakeholder engagement.
- *Writing sample:* [Recovering Stronger: A Federal Policy Blueprint \(US Water Alliance\)](#)

Freelance Reporter and Copyeditor

Various media outlets and contracted clients

Pittsburgh, PA

3/2019 – 3/2022

- Sourced interviews and developed original story concepts, leading reporting from pitch to publication across arts, business and health/wellness sectors to inform and engage diverse audiences.
- Translated complex issues into accessible, compelling messages aligned with public interest and organizational voice.
- Produced publication-ready work under tight deadlines, demonstrating adaptability, editorial precision and sound judgment in fast-paced environments.
- *Writing Sample:* [Pittsburgh Bridges OCD is a new support group for a community in need \(NEXTpittsburgh\)](#)

Pittsburgh Symphony Orchestra

Communications and Media Relations Intern

Pittsburgh, PA

5/2018 – 8/2018

- Wrote and created communications materials including email announcements and newsletters to promote the PSO and upcoming performances.
- Assisted in writing press releases, conducting media outreach to generate publicity for concerts.
- Assisted in developing a strategic communications plan to engage media and the Pittsburgh community in live musical experiences.
- Coordinated WQED radio interviews with Conductor Manfred Honeck and featured musicians during live symphony concert.
- *Writing Sample:* [PSO’s Gala Star Renée Fleming Sings On A Capital Fourth \(pittsburghsymphony.org\)](#)

Pittsburgh Ballet Theatre

Public Relations and Content Marketing Intern

Pittsburgh, PA

Summer/Winter 2017

- Interviewed ballet dancers and wrote for the PBT blog, creating personalized stories for use in promoting PBT and its school.
- Developed copy for audience guides and promotional campaigns.
- Created social media content and advertising campaigns endorsing the upcoming season.
- Photographed dancers during rehearsals for social media use and assisted the photographer in securing photo consent at Ballet Under the Stars at Hartwood Acres.
- Created media lists for targeted article placements in the Pittsburgh, Ohio and West Virginia regions.
- Assisted at the sensory-friendly performance of The Nutcracker, directing audience members to theatre locations and distributing sensory toys.
- *Writing Sample:* [#PBTNutcracker: How a Principal Ballerina Embraces Her Inner Child - Pittsburgh Ballet Theatre](#)

The Borgen Project

Journalism Intern

Pittsburgh, PA

6/2017 – 8/2017

- Created and published 21 articles for *Borgen Magazine* and *The Blog* with AP style and SEO optimization.
- Wrote a response letter on poverty to editor, which appeared in *Pittsburgh Tribune Review* (Aug. 8, 2017).
- Conducted a personal fundraising campaign, advocated for poverty reduction legislation and contacted public officials.
- *Writing Sample:* [World Vision Distributes Gifts-In-Kind Donations to Impoverished Countries \(*borgenmagazine.com*\)](#)

The Writing Center, Nyack College

Writing Consultant

Nyack, NY

2/2016 – 1/2020

- Consulted and advised students on the writing process and approach to assignments.
- Worked with leadership toward improving the college's writing culture.
- Wrote and edited marketing materials describing the Writing Center's services and events.

COMMUNITY INVOLVEMENT

Pittsburgh Community Broadcasting Corporation

Community Advisory Council, Council Member

Pittsburgh, PA

3/2025 – Present

Alzheimer's Association Greater Pennsylvania Chapter

Young Professionals Committee, Committee Member

Pittsburgh, PA

6/2026 – Present

EDUCATION

Nyack College (Alliance University)

B.A. English Writing, Communications Minor

Honors Program, GPA: 3.8

Nyack, NY

SOFTWARE APPLICATIONS

Microsoft Office Suite, Squarespace, Cision, Muck Rack, Meltwater, WordPress, Adobe Creative Suite, Google Studio, Mailchimp, Canva, Social Media (Instagram, Facebook, Twitter (X), LinkedIn, Sprout Social, Loomly, Union Metrics, Etc.)

WRITING PORTFOLIO

To view writing samples, visit <https://sgdunlap.journoportfolio.com/>.