

## SARAH DUNLAP

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Saxonburg, PA 16056

[LinkedIn/Sarah Dunlap](#)

Dynamic and multi-talented communicator with journalism, public relations and social media experience.  
A collaborator who thrives in a fast-paced environment.

### SKILLS AND COMPETENCIES

- Excellent Communication and Leadership Skills
- Exceptional Writer, Editor and Storyteller
- Creative, Innovative and Resourceful
- Goal and Deadline-Oriented
- Knowledge and Passion for the Arts
- Dance Experience

### PROFESSIONAL EXPERIENCE

#### Scottie Public Affairs

*Associate*

Pittsburgh, PA

2/2020 – present

- Counsel clients on strategic communications to achieve short- and long-term goals.
- Engage in media relations and outreach initiatives in developing editorial opportunities; create media pitches and media lists for targeted article placements.
- Write and edit press releases, blogs and other publicity and promotional materials.
- Manage clients' social media channels, creating content, engaging and attracting followers, tracking analytics and engagement.
- Collaborate with and advise clients on writing and editing for publication; exceptional editing and proofreading with knowledge of AP, APA, MLA, and Chicago/Turabian style.
- Plan and promote special events to generate awareness among key stakeholders (including political, media and industry audiences.)

#### Freelance Reporter and Contributing Writer

*NEXTPittsburgh, Pittsburgh Business Times*

Pittsburgh, PA

3/2019 – Present

- Investigate, pitch and write newsworthy stories, uncovering relevant facts and interviewing sources.
- Publish feature articles for arts, business and health/wellness news.
- Meet tight news and editorial deadlines.
- *Writing Sample:* [Sober pop-up bar Empath brings a new alternative to Pittsburgh's social scene \(nextpittsburgh.com\)](#)

#### 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 and 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.
- Provided support in planning and coordinating department projects and performing administrative responsibilities.
- 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

8/2017 – 1/2018

- Wrote, edited and assisted with distributing press releases and advisories to secure media coverage of news and performances. Created media lists for targeted article placements in the Pittsburgh, Ohio, and West Virginia regions.

- Interviewed ballet performers and wrote for the PBT blog, creating personalized stories for use in promoting the PBT and 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.
- Assisted the photographer in securing photo consent at Ballet Under the Stars at Hartwood Acres.
- Assisted at the sensory-friendly performance of The Nutcracker, directing audience members to theatre locations and distributing sensory toys.
- *Writing Samples:*  
[#PBTNutcracker: How a Principal Ballerina Embraces Her Inner Child - Pittsburgh Ballet Theatre](#)  
[Pro Tips for a Successful School Year - Pittsburgh Ballet Theatre \(pbt.org\)](#)

## **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).
- Advocated 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.

## **EDUCATION**

Nyack College

*B.A. English, Concentration in Writing; Communications Minor*

Honors Program, GPA: 3.8

Nyack, NY

12/2018

## **SOFTWARE APPLICATIONS**

Microsoft Office, Squarespace, Cision, WordPress, Adobe Creative Suite, Google Docs Editing Suite, Mailchimp, Social Media (Instagram, Facebook, Twitter, LinkedIn, Union Metrics, Etc.)

## **WRITING PORTFOLIO**

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