

SARAEAKER

WRITING / MARKETING

CONTACT

1-323-806-5016

@ sarapamelaeaker@gmail

Metro-Detroit, MI

in linkedin.com/
in/saraberkowitzaker

Portfolio: saraeaker.com

EDUCATION

DEGREE/DIPLOMA

University of California Santa Barbara and University of California, Los Angeles

DEGREE/DIPLOMA

BA Communications

SKILLS

- Positive Attitude
- Data and Analytics
- Project Management
- Adaptability and Agility
- Microsoft 360
- SEO
- Social Media
- Educational Drive
- Wordpress
- Light HTML

PROFILE

Dynamic, passionate content creator who fuses creativity with on-brand messaging to achieve business objectives for diverse, global clients. 14 years of experience in writing marketing material, editorial writing, ghostwriting, grant writing, journalism and creative writing.

WORK EXPERIENCE

CREATIVE MARKETING COORDINATOR

Planning Alternatives – Metro-Detroit, MI 2019-2020

Incepted since 1984, this wealth management first hired me to startup their marketing department and create and produce their marketing initiatives.

- Drove all aspects of marketing strategy and creative execution, with emphasis on content strategy and copywriting, for wealth management firm across social media platforms, company website, SEO, direct mail, webinars, events and video blogs to engage current clients and secure new high-end clientele.
- Architected concept and execution of *Thrive* quarterly newsletter for clients and COIs (distributed to 500+), while directing cross-functional team of designers, wealth advisors and company President.
- Designed content strategy and copywriting for weekly posts across Facebook, Instagram, Twitter YouTube and LinkedIn: increased followers across channels by 18% between December 2019 and July 2020.
- Produced six webinars in conjunction with Charles Schwab: orchestrated program format; designed, wrote and executed promotional plan across social media channels; secured talent including Professor Antony Davies, one of YouTube's most watched economists; Adam Moseley, Managing Director at Schwab and Jeffrey Kleintop, VP and Chief Global Investment Strategist at Schwab; provided reporting and optimization recommendations; followed up with attendees to build relationships.

CONTENT DEVELOPER

The1stMovement – Los Angeles, CA 2018-2019


Digital Agency with offices in Los Angeles, Denver, and Hong Kong.

S A R A



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SOFT SKILLS

Positive, Happy Attitude

Time Management Specialist

Magnetic Personality

Forward Thinking

Creative Problem Solver

ABOUT ME

Hard working, goal-oriented team player with a natural passion to inspire, create and build amazing things and amazing culture. I bring good vibes, the ability to think outside of the box, inside the budget... and I'm super fun.

WORK EXPERIENCE CONTINUED...

CONTENT PRODUCER

- Ghostwrote branded content for global tech-industry entrepreneurs and C-Suite executives at leading digital consulting agencies: conducted interviews and primary research to identify story angles and client voice; executed content that aligned with clients' brand, goals and positioned them as industry thought leaders; published content on websites, blogs and social media channels.
- Wrote high-volume, story-driven content, including biographies, interviews and blog posts for multiple concurrent projects while meeting strict deadlines.

EDITORIAL WRITER AND JOURNALIST

2011-Present

- Pitched and crafted story-driven digital and print content targeting existing and new audiences for artists, celebrities, musicians, pop culture, fashion and education, securing placements in Lifestyle Publications, *Heeb* Magazine, 417 Magazine and Detroit Jewish News; clients included Marc Maron, Susie Essman (Curb Your Enthusiasm), Roseanne Barr, Ricki Lake, Juliette (Lewis) and the Licks, Erasure, famed artists, Brad Noble and American ceramicist, Beatrice Wood.

DIRECTOR OF DEVELOPMENT/GRANT WRITER

2011-Present

- Identified opportunities and authored grant applications: secured over \$1M from foundations, corporations and individual funders for Grantwell and Humble Designs non-profits that furnished homes for families transitioning out of homelessness.
- Wrote, designed and provided strategic direction for marketing campaign-related communications, including digital and print newsletters, proposals and more.

TEACHER/Instructional Designer

Gertz-Ressler High School Los Angeles, CA

- Created and taught standards-based curriculum for the following subjects; English, Creative Writing, Health and Drama.

CERTIFICATES // AWARDS

Teaching credential

Secondary English for the state of Michigan and California

AWARD

Epic Award for Excellence in Teaching 2008-09