

# SARA JANE SPRUCH – FEINER

838 West End Avenue • New York, NY 10025 • 646-643-8762 • [saraspruchfeiner@gmail.com](mailto:saraspruchfeiner@gmail.com)

## WORK EXPERIENCE

### **BlackBook Magazine—Fashion News Editor**

**July 2014-Present**

- Cover news in the fashion and beauty industries, with 3-5 stories a day
- Write, produce, and edit shopping and lifestyle features in witty, smart, conversational tone for BlackBook’s digital site, bbook.com
- Manage the beauty vertical on bbook.com
- Work with an extensive network of PR contacts
- Write advertorial content and social content for clients including H & M, Renaissance Hotels, and Coach
- Use social media tools, such as Sprout Social and Bitly, to schedule social content, analyze performance, and ensure that every story is pushed across all social platforms
- Manage social media interns
- Edited “The Most Famous People In The World You’ve Never Heard Of,” a feature story for BlackBook’s print relaunch issue
- Accelerated social media growth, as seen in traffic increase from 350,000 uniques to 1.5 million
- Tools: Google Analytics, Wordpress, Photoshop, MailChimp, YOST SEO

### **Bustle—Contributing Writer**

**June 2014- November 2014**

- Wrote 3+ longform features weekly on healthy eating, living, and sexuality

### **Karen Reisler Designs—Executive Assistant**

**September 2013 – May 2014**

- Wrote blog posts and copy for designer’s website
- Worked to amplify designer’s social media presence
- Assisted designer with publicity efforts

### **Bib + Tuck—Editorial Assistant**

**March 2013 – August 2013**

- Pitched designers, artists, and tastemakers for site features
- Conducted interviews and wrote profiles for “featured closet” series
- Created weekly roundups of best links from the web for Sunday emails

### **ELLE Magazine—Features Department Intern**

**Summers 2011 & 2012**

- Pitched and published articles on ELLE.com
- Assisted in writing heds and deks
- Assisted with research for long-form print content

### **Rue La La—Social Media Intern**

**Summer 2010**

- Wrote fashion content for the Rue La La Facebook page
- Assisted buyers and communicated with vendors

### **Seventeen Magazine—Features Department Extern**

**Winter 2010**

- Conducted interviews on the street
- Interviewed teen stars for *Seventeen.com*

## EDUCATION & HONORS

### **Kenyon College**

**Class of 2013**

Bachelor of Arts: English Major, Art History minor, Concentration in Women’s & Gender Studies

- Kenyon College Chapter, HerCampus—Editor-in-Chief Fall 2012 – Spring 2013
- The Kenyon Review—Student Associate Fall 2009 – Spring 2011

### **New York Women in Communications Inc. Scholarship Winner**

**April 2009**