

**SARA JANE SPRUCH – FEINER**

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**EDUCATION & HONORS**

**Kenyon College**

Class of 2013

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

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

April 2009

**WORK EXPERIENCE**

**Copywriter—L'Oréal PPD**

**September 2016—Present**

Work on lean team of three to create all copy assets for Redken, Pureology, and Mizani, from naming products, advertisements to social media, styling guides to sales materials

**Freelance Writer**

**May 2013—Present**

**EDITORIAL PUBLICATIONS INCLUDING:**

Racked, Allure, Observer, Coveteur, Nylon, Yahoo Beauty, Popsugar, Stylecaster, Elle, Bustle, and more

**COPYWRITING AND CONSULTING FOR BRANDS INCLUDING:**

Peet Rivko, Willing Beauty, Rent The Runway, Daily Harvest, and more

**Peach & Lily—Content Marketing**

**December 2015–August 2016**

Spearhead blog growth and development, manage and write blog content, produce copy for all emails, campaigns, brand launches, and products, manage, grow, and strategize words for two company Instagram accounts, interview skin care/market experts, create engaging content (across a host of platforms) to introduce consumer to innovations in the fast-paced Korean beauty market, work with influencers to create meaningful, mutually beneficial partnerships

**BlackBook Magazine—Fashion News Editor, Social Media Editor**

**July 2014–July 2015**

Lead in pitching and creating content beauty and fashion sections, cover news in the fashion and beauty industries, and write and produce more extensive shopping and lifestyle features in witty, smart, conversational writing for BlackBook's digital site, bbook.com, assist in relaunch of BlackBook's print magazine, Use tools such as Sprout Social and Bitly to plan and schedule all social content and make sure that every story is pushed out on all social platforms

**Bustle—Health and Nutrition Writer**

**June 2014– November 2014**

Interviewed health and nutrition professionals, wrote 3+ features a week on healthy eating, living, and sexuality

**Bib + Tuck—Editorial Assistant**

**March 2013 – August 2013**

Pitch designers, artists, and tastemakers to feature, assist in copywriting other text for site and app, interview and write features on notable tastemakers: Mara Hoffman, Shannon Fitzgerald (MTV) and Lara Schoenhals (White Girl Problems), create weekly roundups of best links around 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, transcribed celebrity interviews, attended product previews as representative of the magazine