

SARAH CARRILLO RISWICK

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GOLDSTAR

LOS ANGELES

12/13 TO PRESENT

Listings Editor

- Manage [SellingOut.com](#), the corporate blog for Goldstar. Grew traffic 54 percent in first three months
- Contribute to press outreach efforts by pitching story ideas and writing press releases. Several pitches have been picked up by local and national media
- Develop content strategy for email communications and brand promotions, from initial ideas to copywriting and execution
- Develop and run promotional programs with social media integration and press outreach
- Write event listings for Goldstar.com

DESTINATION42.COM

LOS ANGELES

05/13 TO 08/15

Founder and Editor

- Created the destination wedding and honeymoon-focused travel site from concept to launch
- Created and managed editorial calendar and all marketing, social media and promotional campaigns
- Edited content from global freelancers, ensured content followed SEO best practices
- Tracked and analyzed traffic via Google Analytics

TOTAL BEAUTY MEDIA

SANTA MONICA, CALIF.

10/07 TO 08/13

Senior Editor, [TotalBeauty.com](#) and [BeautyRiot.com](#)

- Managed staff of assistant editors, interns and freelancers
- Produced photo and video shoots: booking talent, managing shoots, writing scripts
- Top edited and copy edited content; programmed site
- Managed creation of sponsored content in support of large-scale sales packages
- Managed redesign and re-launch of BeautyRiot.com; grew traffic 300 percent in the first year
- Produced content for partner portals (Yahoo! Shine, MSN/TodayShow.com, AOL)
- Promoted four times in five years: associate editor, 2008; senior associate, 2010; senior editor, 2011

SAVVYMISS.COM

LOS ANGELES

2/07 TO 10/07

Editor

- Wrote, top edited and copy edited content from editors and freelancers
- Grew traffic 250 percent and page views 150 percent
- Made appearances on national and local radio

THE HOLLYWOOD REPORTER

LOS ANGELES

10/05 TO 2/07

Page Designer and Copy Editor

- Created layouts and copy edited content for daily trade publication

EDUCATION:

PEPPERDINE UNIVERSITY

MALIBU, CALIF.

2001 TO 2005

B.A., Journalism, Magna Cum Laude

SKILLS: WordPress, copy editing, Google Analytics, HTML, Adobe Photoshop, Google Adwords, social media management, MailChimp, Survey Monkey, PowerPoint, Excel, on-camera media training

Portfolio Link: <http://sarahriswick.com>