

Sarah Carrillo Riswick

4535 SE Sherman St. | Portland, OR 97215 | (310) 463-5188 | sarah.carrillo@gmail.com

Experience

July, 2018 - Present

EveryDay Happy – *Content Strategy Consultant*

- Created the brand's weekly email newsletter (from initial concept to execution).
- Write and edit brand copy -- newsletters, website copy, podcast scripts and other copy as needed.
- Project manage class launches, podcast schedules and editorial calendar.
- Consult on overall brand marketing, email list development, product offerings and other business needs.

December, 2013 - August, 2021

Goldstar, Pasadena & Portland – *Content Strategist & Senior Editor*

- Developed content marketing strategy for email communications, product launches and brand promotions, from initial ideas to copywriting and execution. Created strategies for both B2B and B2C communications.
- Wrote listings for Goldstar.com, using SEO best practices to highlight events produced by local arts organizations.
- Wrote for and edited SellingOut.com, the corporate blog for Goldstar. Created and maintained the editorial calendar and tracked analytics. Grew traffic 54 percent in the first three months.
- Contributed to press outreach efforts by pitching story ideas and writing press releases.
- Contributed to content and marketing for TEDxBroadway, co-presented by Goldstar and Situation Interactive. Created email communications and social media posts, edited speaker bios and press releases, and helped with pre- and post-event promotion.
- Created one-sheets and pitching materials for the Goldstar sales team, including presentations and conference handouts.

October, 2007 - August, 2013

Total Beauty Media, Santa Monica – *Senior Editor, TotalBeauty.com & BeautyRiot.com*

- Managed staff of assistant editors, interns and freelancers.
- Produced photo and video shoots, including booking talent, managing shoots and writing scripts.
- Wrote, top edited and copy edited content covering beauty, fitness, wellness and fashion.
- Programmed site and managed editorial calendar.
- Managed creation of sponsored content in support of large-scale sales packages.
- Managed redesign and relaunch of BeautyRiot.com, grew traffic 300 percent in the first year.

- Produced content for partner portals, including Yahoo! Shine, MSN, TodayShow.com and AOL.
- Promoted four times: from assistant editor to associate editor in 2008, to senior associate in 2010 and senior editor in 2011.

February, 2007 - October, 2007

Savvy Miss, Los Angeles – *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.

October, 2005 - February, 2007

The Hollywood Reporter, Los Angeles – *Page Designer & Copy Editor*

- Created layouts and copy edited content for daily trade publication.

May, 2004 - August, 2004

The Ventura County Star, Ventura – *Reporter & Copy Desk Intern*

- Reported and wrote daily news stories, assisted reporters and worked on the copy desk.

Education

2001-2005

Pepperdine University, Malibu – *B.A., Journalism, minor in Sociology*

Graduated Magna Cum Laude, also studied abroad at Pepperdine's Florence, Italy campus.

2021

Seth Godin's The Marketing Seminar

An online class teaching brand and direct marketing.

Volunteering

May, 2018 - May, 2019

ChickTech High School Program

Co-directed the communications planning team. Created a communications plan and increased program participation from the previous years.

Skills

Google Analytics, WordPress, HTML, Adobe Photoshop, SEO writing, UX writing, Canva, Google Adwords, MailChimp, GetResponse, Intercom, Survey Monkey, Trello, Asana, copy editing, on-camera media training.