

Sara Emily Kuntz

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OBJECTIVE

Seeking an entry-level copywriting position that provides opportunities for me to apply my skills as a creative, communications, and social media writer, while extending my breadth of storytelling abilities. An ideal position would be challenging and provide an encouraging mentorship environment.

EXPERIENCE

HB Studio – *Audience and Development Coordinator* 1/14 – *present*

- Maintain social media calendar and map content across multiple platforms and channels.
- Organic social media content manager:
 - Concept and create all content, including translating existing organizational promotions into public-facing social media content
 - Source inspiration from relevant third party sources, such as alumni, local organizations, and topically relevant information
- Schedule and implement paid Facebook and Instagram content
 - Define objective of advertising to reflect organizational needs
 - Select appropriate audience interests and location
 - Manage and update content to meet marketing objectives
- Event planner, reservations, and social media coordinator for performances and events
- Contribute to content strategy for boosting online engagement on social media and website
- Facilitate direct mailings of postcards and appeal letters to a list of over 4,000
- Design and design manage production of postcards, invitations, programs, and social media content
- Schedule, supervise, train, and manage in-office volunteers and house managers for performances with over 80 volunteers total over the course of a year

Sweet Action – *Workshop & Committee Member* 5/15 – *present*

- Designed and produced special edition collections of Sweet Action poets' writing for events including the New York City Poetry Festival

Union Square Slam – *Workshop Facilitator & Committee Member* 1/15 – 3/17

- Facilitated a free weekly walk-in poetry workshop by presenting original writing prompts and examples of contemporary poetry.
- Designed marketing and advertising materials, including flyers and chapbooks..

TECHNICAL SKILLS

Proficient in Microsoft Word, Excel, and PowerPoint

Design: Adobe InDesign, Photoshop, Acrobat, and basic HTML editing

Databases: Little Green Light, Filemaker Pro and KE Emu

Online tools: Google AdWords, Facebook Business Manager, Google Docs, WordPress, MailChimp, EventBrite, Twitter, Instagram, and Asana

EDUCATION

Carlow University 3/13

Creative Writing MFA, concentration in Poetry

University of Pittsburgh 8/05

Bachelors of Arts in English Writing

OTHER EXPERIENCE

LocalVox – *Copywriter* 2015

University of Pittsburgh – *Administrative Assistant* 2008 -2010

Chatham Baroque – *Assistant to the Director* 2006 - 2008

WQED – *Assistant to the Director of Foundation and Government Support* 2005-07