

SARA STILLMAN BERGER

CHRYSANTHEMUM PARTNERS, Freelance Writer **February 2016-Present**

- Prepare marketing text for Architectural Firms and Designers
- Heavily edit texts written by English as a second language writers
- Comprise influencer lists for clients

WASHINGTON POST, Freelance Correspondent **January 2016-Present**

- Editorial contributor for On Parenting section

OGILVY INTERACTIVE, Copywriter **2008-2010**

- Wrote branded site content, banner ads and mobile messaging for Dove (including doveofresh.com)
- Generated innovative digital campaign extensions for Dove and Dove *go fresh* product lines —one of the most successful Dove launches in history
- Conceptualized and executed community content such as reader polls, quizzes, blogs, Q&As, games, viral content and mobile ideas
- Oversaw video editing of doveofresh.com content including Alicia Keys's vlogs and interviews

PEOPLE MAGAZINE, Copy Manager **2006-2008**

- Wrote advertisements, advertorials, promotional/sales materials, invitations and presentations for People, People StyleWatch, People en Español, and Teen People
- Managed the copy flow and design changes between marketing, designers, and creative director
- Managed internal and external client expectations for in-book and event collateral
- Communicated and provided creative direction between designers and marketing team
- Worked with Spanish translators to convey tone, direction and purpose of copy for *People en Español*

ELLE GIRL MAGAZINE, Copywriter **2005-2006**

- Wrote and edited in-book/online and event promotional copy
- Developed full-scope advertising campaigns for clients – in-book, online and mobile
- Strategized and wrote added value proposals for fashion, beauty, retail and consumer products clients
- Managed added value programs, such as reader contests, sweepstakes, and in-book sections
- Created unique, measurable ELLEgirl promotions, sweepstakes and contests
- Developed the first ever ElleGirl mobile partnership

ALLOY.COM, Associate Editor **2004-2005**

- Interviewed popular teen celebrities via phone and face-to-face for weekly features
- Wrote and edited fashion, beauty, health, and entertainment features
- Coded features in HTML and Java

SEVENTEEN MAGAZINE, Assistant Lifestyle Editor **2003-2004**

- Wrote, researched, edited, and executed “Traveler,” “Decorator,” and reader-generated “Faith” sections
- Collaborated with art/photo departments to produce “Decorator” photo shoots
- Compiled and wrote fashion and accessories credits

HYPERION PUBLISHING, Publicity Assistant **2000-2001**

- Wrote author biographies, catalog copy, fact sheets and press releases
- Planned author tours; accompanied authors on publicity events; administered weekly publicity report
- Managed office budgets, expenses and publicity assignments

New York Magazine, Details Magazine, Esquire Magazine, Jane Magazine **Various**

Researched, edited, wrote lifestyle-focused editorial content for all the above magazines

EDUCATION

NEW YORK UNIVERSITY, MA Journalism

2002

UNIVERSITY OF MICHIGAN Honors Program, BA English

2000

Graduated Phi Beta Kappa, with High Honors

LA SORBONNE, Paris France

1998

Study abroad program