

# SARAH ENGLER

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## EXPERIENCE

### CONDÉ NAST PUBLICATIONS

#### Senior Editor, Content Development | May 2013 to present

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- Develop branded content for luxury-market advertisers across Condé Nast titles (*Vogue*, *Architectural Digest*, *Gourmet*, *Wired*, etc.)
- Create single-issue editorial prototypes for corporate clients (such as Cadillac, Delta, Nike, and Google) by combining original content with archival assets
- Manage in-house editors as well as recruit and edit content creators across all beats: shelter, food, fashion, travel, celebrity
- Conceptualized and oversaw 2014's *Epicurious* bimonthly issues and expanded brand influence by forging partnerships with celebrity chefs and influential food bloggers
- Orchestrate social media campaigns timed with project release dates
- Developed identity, issue themes, and content for new lifestyle brand *Condé Nast Living*
- Plan, package, and edit special print editions for individual brands by combining original content with archival assets

#### Freelance content creator | Dec. 2012 to present

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- Generate ideas and create digital and print editorial for various editorial and corporate clients, including Food52, The Natural Resource Defense Council (NRDC), Rodales.com, Good.is, *Sunset*, *Real Simple*, Whole Foods, and *O, The Oprah Magazine*

### WHOLE LIVING, wholeliving.com

#### Features Editor (started as Senior Editor) | Nov. 2009 to Dec. 2012

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- Oversaw 40 percent of the content of Martha Stewart's 800,000 circulation healthy lifestyle brand as the head of the green, home, fashion, and travel departments
- Created SEO-friendly posts for the Whole Living Daily blog and oversaw a team of half a dozen green-living freelance bloggers
- Conceptualized and produced videos for digital editions
- Forged mutually beneficial partnerships with major companies, nonprofits, and bloggers
- Wrote and/or edited 30-40 pages of content per issue
- Managed freelance fashion, home, and gear market editors
- Found and featured inspiring artisans and eco entrepreneurs
- Tracked environmental news and forecasted sustainability trends

### COOKIE, cookiemag.com

#### Associate Editor (started as Assistant Editor) | June 2006 to Oct. 2009

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- Built and managed Cookie's social media presence
- Created exclusive editorial content for Cookiemag.com and launched and oversaw the home-related Nesting blog—recruiting and building a team of 20+ popular contributing bloggers that helped increase traffic to the site by 400 percent
- Wrote and/or edited all of the front-of-book Smart Cookie lifestyle section as well as profiles, essays, entertaining, and travel stories

### REAL SIMPLE, realsimple.com

#### Editorial Assistant (started as Intern) | June 2004 to June 2006

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- Pitched, produced, and wrote one or two home stories a month
- Regularly attended home market events and trade shows
- Maintained all department files, props, and press kits

## ADDITIONAL WORK

### Editing

*Country Living* (acting features editor Jan. to May 2013), *This Old House*, Harper Collins publishers, and ConsumerSearch.com

### Writing

*Natural Health*, *The Nest*, *Time Out New York*, *Fit Pregnancy*, and iVillage.com

### Other

Featured editor at Travel Classics International conference; regular judge for the International Regional Magazine Awards (IRMA) and the City and Regional Magazine Awards (CRMA)

## EDUCATION

### University of Missouri

Bachelor of Journalism

Graduation: December 2003