

SARA JANE SPRUCH-FEINER

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EDUCATION & HONORS

KENYON COLLEGE

Class of 2013
B.A. in English
Art History minor & Concentration in Women's & Gender Studies
New York Women in Communications Inc. Scholarship Winner (2009)

EXPERIENCE

CEO, Sara Spruch-Feiner, LLC.

May 2013 – Present

Writer and Consultant

- Pitch and write beauty, fashion, and lifestyle pieces for a range of digital media, including Racked, Allure, Observer, Coveteur, Nylon, Yahoo, Popsugar, Stylecaster, Elle, and Bustle.
- Provide copywriting and brand strategy consulting services for retail and lifestyle brands including: Peet Rivko, Willing Beauty, Rent The Runway, and Daily Harvest.

L'Oréal PPD

September 2016 – October 2017

Copywriter

- Created copy assets for beauty brands Redken, Pureology, and Mizani, including product names, Facebook and Instagram ad copy, website brand copy, and styling guides

Peach & Lily

December 2015 – August 2016

Director of Content Marketing

- Created engaging content to introduce consumer to the fast-paced Korean beauty market, including spearheading and managing blog, writing copy for all emails, campaigns, brand launches, and products, and interviewing skincare and market experts for blog pieces.
- Managed two Instagram accounts and grew audience and developed influencer marketing program, including outreach, gifting, and follow-up.

BlackBook Magazine

July 2014 – July 2015

Fashion News Editor, Social Media Editor

- Led pitching and content creation for beauty and fashion sections, including cover news
- Wrote and produced up to 5 shopping and lifestyle features/day in witty conversational tone for digital site, bbook.com and organized publication of stories onto social media platforms

Bustle

June 2014 – November 2014

Health and Nutrition Writer

- Interviewed health and nutrition professionals and wrote 3+ features a week on healthy eating, living, and sexuality for online and print

Bib + Tuck

March 2013 – August 2013

Editorial Assistant

- Assisted in copywriting for website and app, pitched feature cover stories, created weekly roundups of best links, and interviewed and wrote three tastemaker feature stories.

ELLE Magazine

Summer 2011 & 2012

Features Department Intern

- Pitched and published articles on ELLE.com, Assisted in writing heds and deks, transcribed celebrity interviews, attended product previews as representative of the magazine.

ADDITIONAL

Proficient in Microsoft Office, Wordpress, social media platform management