

Sarah McLellan
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1 646 373 5369
New York City

Highly motivated Digital Media Editor with strong background in social media content, strategy and excellent multi-tasking skills. Passionate interest in food, travel, lifestyle, and a keen knowledge of an array of current events. Experience in a fast-paced work environment with rapidly shifting priorities. Outstanding written and organizational skills, with well-developed time management abilities and great attention to detail. Self-motivated and effective working both independently and as part of a team.

Word • Excel • All Social Media • WordPress • Keynote • Google Analytics • Adobe Photoshop

Professional Experience

Conde Nast—[The Food Innovation Group](#) ([Bon Appétit](#) & [Epicurious](#)) 2015 - Present
Lead Copywriter

- Copy and content creation across all print, digital, and video for Bon Appétit and Epicurious
- Writing and editing both long and short form content for advertorials, native articles, slideshows, infographics, guides, project and event names, social content and mobile push notifications
- Building out a consistent brand voice for FIG, inspired by the editorial voices of BA & EPI
- Managing freelance writers and proofreaders while adhering to internal timelines
- Ideation and brainstorming with Integrated Marketing team to conceptualize branded content
- Working in partnership with the design team to deliver high-value content to advertising partners
- Creating content that continues to innovate and elevate the tone and voice of the brand

Sarah McLellan Digital and Social Media Consulting sarahmclellan.com 2012 - Present
Founder + Director

- Managed and execution of overall brand strategy across a variety of client types
- Content curation and scheduling for social media platforms
- Curation of (UGC) for online accounts, account management
- Social influencer outreach and partnerships
- Management of organic social follower growth across all accounts
- Paid advertising, sponsored posts, and campaigns
- Original photography for use in online content
- Audits and monthly reporting, insights, and account monitoring
- PR and Press outreach
- Copywriting and content management for online blogs and websites
- High level strategy for brand management and overall online voice

INFINITE LEGROOM - A-Trak Presents InfiniteLegroom.com, NYC + SF 2013 - 2015
Editor in Chief

- Structured daily operations, with clear editorial expectations
- Wrote over 1,100 stories, which saw over 3 Million page views
- Assessed site and content across all channels including social engagement
- Increased daily content creation and publication month over month
- Identified new content and partnership opportunities
- Optimized content for SEO, SMO, and clickability
- Clarified brand voice and tone
- Developed and expanded the IL social media strategy to build audience and engagement
- Managed multiple freelance writers and contributors located across the globe
- PR and Editorial outreach and daily communications with PR teams and artist management
- Interviewed artists, transcribed and created feature articles for the site
- Attended special events, openings, press trips and conferences as the representative of site

MORPHEUS MEDIA - New York, NY

2013 - 2013

Social Media Strategist (Clients include; Calvin Klein, Chanel, Knoll Inc & South Coast Plaza)

- Developed high level strategies and audits for luxury brands, with extensive data analysis and insights to support recommendations
- Created weekly and campaign based messaging calendars based on overarching social strategies
- Delivered in-depth monthly reporting on all social platforms, as well as ad-hoc campaign analysis
- Creative ideation and brainstorming for digital campaigns and key initiatives
- Presented strategic implementation concepts to top level executives
- Provided strong insight and knowledge of fashion industry, digital landscape, and competitive brands

THE MERMAID HOLDING COMPANY, New York, NY

2011- 2013

Social Media, Marketing & Events Director

- Developed and implemented the organization's social media strategy, including marketing plans and major promotions across multiple channels and platforms
- Developed and maintained buzzworthy and shareable online content
- Produced video content for unique social marketing—press coverage included Gothamist, Zagat, Refinery29)
- Responsible for private and corporate events at all three Mermaid locations
- Managed budgets, negotiated contracts, consulted with corporate chef & management for events
- Nurtured strong relationships with corporate clients for repeat event business

[THE AUSSIE WHO ATE THE BIG APPLE.com](http://THEAUSSIEWHOATE THEBIGAPPLE.com), New York NY

2010 - Present

Host and Writer

- Created content, including restaurant reviews, and personal recipes
- Featured in Tumblr's Spotlight Food section
- Produced, edited and created video content for site
- Growing readership month to month. Currently, over 38,000 followers
- Curated menu for Tiffany & Co event launching their Tumblr blog

ZEMOGA DIGITAL, New York, NY

2010 - 2011

On Camera Host and Interviews

- Interviewed keynote speakers, directors, and CEO's of major companies across diverse industries
- Wrote and produced social media-optimized content for viral distribution
- Researched relevant topics and material for interviews

AUSTRALIAN BROADWAY NETWORK, New York, NY

2009 - 2012

Founder and Director

- Founded the ABN and created a network of Australian performers working in the USA
- Created content for and established the website www.australianbroadwaynetwork.com
- Secured sponsorship and official recognition from the Australian Consulate General in NY
- Secured National Television publicity in Australia

Performance Credits: Dancer/Singer in Broadway's 42nd Street, We Will Rock You Las Vegas. Lead Singer critically acclaimed all girl rock band, Lez Zeppelin. Seen on CBS, CNN, MTV, Vh1, NY Times, Rolling Stone, Billboard.

