

SARAH THOMPSON

WRITER | AUTHOR | YOGA PRACTITIONER

Experienced writer with a knack for finding the story and turning complex research into a compelling read. Particularly skilled in distilling the science of food and wine

EXPERIENCE

Freelance communications specialist

2011 - Present

- News and feature stories for Cornell University news service, research centers, regional magazines, and local newspapers.
- Author, *Finger Lakes Wine Country* (Arcadia Press, 2015), an archival photographic history of the first 150-years of grape growing and winemaking in Finger Lakes, New York.
- Creation of print collateral (brochures, rack cards, case studies).
- Website content.
- Media support for local nonprofit, including press releases, media alerts, radio interviews and social media management.

eCornell

2013 - 2018

Contract Copywriter/Copyeditor

- Wrote copy for website, video scripts, landing pages, and email campaigns.
- Wrote blog posts, social media posts (Facebook and Twitter), press releases, and case studies.
- Ghostwrote articles by executives and professors for placement in industry publications.

Cornell Center for Advanced Human Resource Studies Manager, Marketing & Communications

2009 - 2011


- Moved quarterly *hrSpectrum* newsletter online, wrote and edited articles; and hired and managed freelance writers.
- Created email marketing campaigns and print collateral.
- Wrote special reports, conference coverage, and research briefs.
- Designed and updated website.
- Connected CAHRS faculty to PR opportunities with B2B and national media.

PUBLICATIONS

Edible Finger Lakes, periodICALS magazine, Cornell Chronicle, Ithaca Times, Trumansburg Free Press, Lansing Ledger, Ovid Gazette, Finger Lakes Wine Gazette, Finger Lakes Wine Country, Bluff & Vine literary review



CONTACT

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 Read my work:
sarahsthompson.com

EDUCATION

University of Virginia

Bachelor of Arts, Psychology
With Distinction

SKILLSET

- CMS and email marketing systems: WordPress, MailChimp
- Design: Canva, Piktochart, Adobe InDesign, PhotoShop.
- Social media: Twitter, LinkedIn, Facebook
- Public speaking
- Yoga Teacher (RYT-200)
- Mental health advocacy