

# Sarah Jean Kathleen Moomaw

## Education

### Northeastern University

*B.A. in Journalism* | January 2013 | Boston  
Graduated Cum Laude, Delta Alpha Pi Honor  
Society, DRC Peer Leaders  
Sports Editor at Huntington News  
Awards: *Northeastern University School of  
Journalism's 2013 Jacqueline Kornish  
Award, 2012 Associated Press Sports Editors  
Scholarship, 2011 ONA Conference Student  
Newsroom participant*

## Skills

### Proficient

Mac OSX, Microsoft Office (Word & Excel),  
Adobe Creative Suite (InDesign, InCopy  
& Photoshop), Quark 6.5, social media,  
WordPress and other publishing/CMS  
platforms, pivot tables, AP Style

### Familiar

Salesforce, PowerPoint, photography, Spanish,  
iMovie & Final Cut Pro

## Contact

### In real life

314.604.2994  
180 Summit Ave., Apt. C2, Summit, NJ

### Virtual

Email: sarah.moomaw@gmail.com  
Journalism Portfolio: sarahmoomaw.com  
Twitter: @sarahmoomaw  
LinkedIn: linkedin.com/in/sarahmoomaw

## Experience

### Travelzoo

*Associate Producer* | Nov. '16 - Present | New York  
Acts as campaign manager for revenue share and paid media contracts  
Writes deal pages for entertainment/leisure voucher and direct link campaigns  
maintaining company's editorial voice while incorporating partner's touch points  
Coordinates email and Top 20 distribution and monitors campaign performance to  
help reach partner's ROI and KPIs  
Compiles post-campaign case studies to share internal best practices, successes,  
growth and learning opportunities  
Assists Sales in deal structuring and negotiations

### Hawkins International Public Relations

*Account Coordinator* | Sept. '15 - Nov. '16 | New York  
Wrote and distributed pitches and press releases to secure coverage for luxury  
hospitality clients in print, broadcast and online media  
Handled media requests from journalists, editors and social media influencers  
Compiled monthly public relations activities and coverage reports  
Contributed editorial pieces to the blog  
Managed interns: assigned and reviewed projects  
*Secured coverage: USA Today, Today.com, Travel + Leisure, Vogue, Condé Nast Traveler,  
Departures, Gotham, among others*

### The Daily Hampshire Gazette

*Sports Reporter* | Dec. '13 - Aug. '15 | Northampton, Massachusetts  
Wrote game stories, features, nightly round-ups, blog posts and long-form pieces  
for the sports section, covering 13 high schools, three Division III colleges and  
Division I University of Massachusetts Amherst  
Assisted with editing, packaging and layout, including the agate page, using Adobe  
InCopy and InDesign  
Monitored social media for breaking news and story ideas  
Supervised interns: planned assignments, edited work and provided feedback  
Contributed food features to the weekend Food page

### The Meridian Star

*Sports Reporter* | May '13 - Nov. '13 | Meridian, Mississippi  
Provided local sports coverage for 19 high schools, two junior colleges while  
keeping up with former high school standouts attending Division I colleges, plus  
youth sports and feature stories pertaining to the sporting community  
Assisted with editing, packaging and layout using Quark 6.5

### The Boston Globe

*Globe Correspondent* | Jan. '11 - Aug. '15 | Boston  
Staff on the high school sports desk producing game stories, round-ups, features  
and blog posts; held the high school cross-country/track & field beat  
Covered college athletics as assigned  
Completed "This Day in Fenway Park History" project as part of the Fenway 100  
celebration, which ran in print daily from April 1 through October 31, 2012  
*Globe South Co-op*: produced Boston.com's "Your Town" page fronts and photo  
galleries; wrote for the weekly Globe South regional section

### Freelance work

*NJ.com* | *Bergen Record* | *Boston Globe* | *The Associated Press* | *The Press  
of Atlantic City* | *Deutsche Presse-Agentur* | April '11 - Present  
Assignments have ranged from the 2013 Masters to college and high school sports