

SARA  
ALVAREZ  
KLEINSMITH

FREELANCE WRITER  
&  
CONTENT CREATOR  
  
SARAKLEINSMITH.COM

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I'M A **STORYTELLER**  
WHO LOVES STRATEGY AND  
A WELL CRAFTED TAGLINE.  
I'M A CONSUMER  
WHO FALLS FOR PERSUASIVE  
ARGUMENTS IN THE FORM OF  
AD COPY AND PRINT.  
I'M A **WRITER** WHO EXCELS IN  
GENERATING COMPELLING  
**CONTENT FOR  
PRODUCTS, CAUSES,  
AND PEOPLE.**

## COPYWRITING

### COPYWRITER | PRACTICE CAFE

September 2018 - Present

- Writing monthly blog copy for dental practice websites

### MARKETING DIRECTOR | THE PREGNANCY AND POSTPARTUM HEALTH ALLIANCE OF TEXAS

June 2018 - Present

- Creating and managing social media and marketing content for PPHA of Texas
- Blogging on the PPHA site, regarding issues surrounding maternal mental health
- Creating and distributing marketing materials such as monthly newsletters, pamphlets, and website copy

### COPYWRITER | MAXAVENUE REAL ESTATE AGENCY LLC

July 2018 - Present

- Creating Realtor bios for the Maxavenue website
- Writing essays and blog posts on real estate and local events in Austin

### FREELANCE WRITER | CREATIVE CIRCLE

June 2017 - Present

- Writing ad copy, blog posts, and essays for clients through Creative Circle Agency

### COPYWRITER WELLNESS AND BEAUTY CONTENT | OUTBOUNDENGINE

April 2016 - January 2018

- Creating original copy for emails directed at clients
- Researching articles and information to support marketing newsletters

### WELLNESS COACH AND WRITER | ALLEN AND COMPANY, LLC

June 2010 - June 2013

- Creating monthly newsletters on health and wellness for employees.

## ONLINE PUBLICATIONS

### SARAKLEINSMITH.COM

See my work from Huffington Post, Scary Mommy, Thought Catalog and more

## REFERENCES

Tara Hall, Former Managing Editor for OutboundEngine  
mstarahall@gmail.com

Jennilyn Carson, Founder and Editor of YogaDork Blog  
jennilyn.carson@gmail.com

Chris Kirk, Department Head of Theatre and Dance  
at Otterbein College  
ckirk@otterbein.edu

### EDUCATION

BFA Theatre  
Otterbein University

Institute of Integrative  
Nutrition, Certified Health  
Counselor (2010)

AFAA Certified Trainer  
(2011)

Breathing Project, NYC,  
Certified Yoga Teacher  
(2010-2013)