

Sarah Vance
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QUALIFICATIONS:

- Highly-motivated web editor who writes, aggregates, updates and posts online content to maintain the overall editorial integrity of KFI640.com, the online component of the highest rated News/Talk radio station in Southern California.
- Created exclusive online content on KFI640.com for Election Day 2008 that generated more than 350,000 unique visitors to the website in 24 hours.
- Developed and updated a comprehensive, user-friendly online database of resources to aid the victims of the Southern California wildfires.
- Social media expert who developed KFI's online networking strategy and trained the KFI news staff to maximize the benefits of Twitter, Facebook, YouTube, etc.
- Proven SEO marketing copywriter for retail fashion and jewelry websites including Planet Lulu, IceBrokers, Sea of Diamonds and Pugster.
- Conducted monthly writing workshops for at-risk teens as a member of the non-profit organization WriteGirl.com.
- Extensive knowledge of organizing online information using content management systems and hands-on experience with HTML, Flash, Adobe Creative Suite, DreamWeaver, Microsoft Office and other computer programs.
- Professional blogger currently posting content as the LA Books Examiner and at my own personal website. Member of the BlogHer advertising network.

EXPERIENCE:

Online News & Web Editor – KFI/Los Angeles 2007 – present

Edits and writes daily online news briefs for KFI 640 in Los Angeles. Coordinates with staff reporters to research and publish news articles with supporting documents, audio and video. Write and post breaking news stories as they happen. Edits and enhances photos to create online galleries. Updates online content continually to ensure accuracy. Updates and ensures the accuracy of all content posted on KFI640.com. Trains the news staff in use of social media tools and the content management system.

Faculty/Staff Website Editor & Academic Coordinator – CalArts 2006 - 2007

Researched and wrote weekly news updates for the faculty/staff website at the California Institute of Arts. Developed the language for the Institutional Proposal to be used as the blueprint for the school's re-accreditation process. Wrote and consulted on text for letters and emails sent to faculty members regarding Academic Affairs.

Staff Writer/Daily News Assignment Editor – Radio & Records 2005 - 06

News reporter/writer covering the radio industry and music business news for a weekly entertainment trade publication, which also included daily online and email updates. Conducted interviews with radio personalities and recording artists. Generated story ideas, researched and wrote news articles for the magazine and website.

Freelance Writer – 2000 - present

Generated story ideas, researched and wrote full-length features, Q & A articles, essays, film reviews and celebrity profiles. Interview with film director Judd Apatow was selected to be published in the book of the screenplay, "Knocked Up." Able to develop story concepts, do the research, and get the jobs done on-time. Feature articles written for publications including CamelSmokes, Tailslate, Bookslut, Headline Muse, Below Thirty, and The Reality Group, and *Script* magazine.

Freelance Story Analyst –1994 - 2003

Read and wrote evaluations for hundreds of screenplays, treatments, novels and manuscripts. Coordinated and implemented a variety of film and television-related projects. Summarized, evaluated and critiqued their potential commercial value as feature films for major production companies and motion picture studios including Lightstorm Entertainment, The Ladd Company, Ken Lipper Productions, MGM and USA Films and Baltimore/Spring Creek.

EDUCATION:

University of Southern California, M.F.A., Cinema and Television Production, 1997

Michigan State University, B. A., Telecommunications, 1988

HONORS & AWARDS

- AMPAS, Nicholl Screenwriting Fellowship Semifinalist, 2002
- Chesterfield Screenwriting Competition Semifinalist, 2000 & 2001
- National Society of Arts and Letters, Teleplay Writing Contest, Second place
- Michigan Association of Broadcasters, ACE Award for Creative Excellence 1992