

SARAH McCLURE

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JOURNALIST + FOUNDER OF [ECOETIQUE.COM](http://ecoetique.com)

Adept at cultivating strong editorial content that reflects and refines the tone of a publication for its target audience; experienced with rebranding and launching new identities for blogs, online magazines and websites through strategic social media implementation to leverage organic visits and overall traffic growth. Founder and contributor of green living blog EcoEtique.com.

AREAS OF EXCELLENCE

- » Exceptional copyediting, reporting, writing skills
- » Photoshop, HTML, RSS, Mac, PC
- » Experienced in content management platforms: WordPress, Blogspot, Typo3, TypePad
- » Effective in social media strategy and management tools: Twitter, Facebook, Digg, YouTube, Hootsuite, TweetDeck
- » Basic Spanish writing and speaking

CAREER HIGHLIGHTS

COMPREHENSIVE PORTFOLIO AVAILABLE UPON REQUEST

PRODUCTION COORDINATOR

JAN 12 – FEB 12, 2011

LOCATION: MEXICO

Peter Greenberg: The Royal Tour, PBS

Helped manage a PBS TV documentary featuring CBS Travel Editor Peter Greenberg and Mexico President Felipe Calderón.

RESULTS

- » Coordinated production logistics and day-to-day operations for a \$2 million television series
- » Ensured expedited travel and transportation arrangements for a 25-person crew
- » Assisted camera crew in the field and researched scout locations
- » Supervised production assistants and petty cash

ASSOCIATE EDITOR

OCT 2007 – OCT 2010

LOCATION: LOS ANGELES

Los Angeles Police Protective League: Thin Blue Line Magazine + LAPD.com

Led print and web content for nation's largest police publication. Managed 50-plus contributors, calendar and rigorous deadlines, website and email-delivered content for daily/weekly 15,000-plus subscribers. Ensured content was edited and to AP standard.

RESULTS

- » Rose from Assistant Editor to Associate Editor within one year
- » Played integral role in developing new media platform of LAPD, including website and training in social media tools

EDITORIAL ASSISTANT

2007

LOCATION: LOS ANGELES

The Los Angeles Daily Journal

Performed newsroom duties; assembled expense reports, freelance invoices, reprint permissions and worked closely with section editors on creating daily budget for reporters. Researched, fact-checked and wrote L.A.-based legal affairs and news.

RESULTS

- » Generated most-read subscribers for "On the Move" and "Judicial Spotlight" weekly online columns

FREELANCE

PRINT

2005 – PRESENT

Contributing Editor/Writer at Pasadena Magazine, ValleyLife Magazine, 944, Orange Coast Magazine, Whole Life Times

ONLINE

2005 – PRESENT

Contributing Editor/Writer at Flaunt Magazine, eHow, Sierra Magazine, National blogger for Simple Shoes, AOL City's Best, Patch, Huffington Post, Total Beauty, Your Daily Thread, Ideal Bite, Racked LA, Tasting Table, Haute Living

EDUCATION

Bachelor of Arts Degree, English. Concentration in Journalism. Chapman University, Orange, CA.