

SARA FRAZIER

PROFILE

Boston-based writer and editor with experience in local journalism and digital publishing. Skilled in feature writing, social media strategy, and content marketing.

CONTACT

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Boston, MA

sara-frazier

SKILLS

PROFESSIONAL

- Writing
- Social Media
- Research
- Reporting
- Copy Editing
- SEO
- AP Style

TOOLS

- Microsoft Office
- Google Suite
- Adobe Photoshop
- Adobe Premiere
- WordPress
- Mailchimp
- Constant Contact
- Qualtrics
- Brightspot
- Canva

EDUCATION

BOSTON UNIVERSITY

2016 - 2020

- Graduated cum laude with a Bachelor of Science in Journalism
- Minor in Political Science

COLUMBIA UNIVERSITY

Fall 2020

- Graduated from the Columbia Publishing Course, a four-week intensive on all aspects of book, digital, and magazine publishing
- Conceptualized and presented an end-to-end marketing campaign, PR strategy, and budget for a mock book publication

EXPERIENCE

City Editor, BOSToday

Nov. 2021 - present

- Produces a daily local newsletter with 60,000+ subscribers
- Launched and grew the BOSToday Instagram account to 10,000 followers in less than a year; continues to manage social media community and posting
- Writes and publishes SEO articles on the BOSToday website
- Manages content calendar with features, interviews, and breaking news coverage
- Curates relevant content from news sources, publicists, and influencers

Public Relations Associate, BU School of Medicine

Nov. 2020 - Nov. 2021

- Wrote feature stories for the website and *Boston University Medicine* magazine
- Developed social media strategy; reported on analytics and performance
- Produced two weekly digital newsletters covering campus news and events
- Managed digital signage program; designed graphics and digital flyers

Freelance Writer

April 2020 - Nov. 2021

- Contributed SEO food articles to Mashed.com for Static Media
- Pitched and wrote enterprise stories on the downtown business scene in Asheville, North Carolina for the Asheville Watchdog
- Wrote magazine spread on new regional restaurant openings for South Shore Home, Life & Style Magazine

Associate Editor, Pure Wander Travel Blog

Jan. 2020 - June 2021

- Wrote 1-2 travel articles per month, including product roundups, COVID-related travel news, itineraries, and sponsored content
- Pitched story ideas based on trending travel topics and SEO keyword research
- Created social media content for Pinterest, Instagram, and Facebook
- Managed relationships with freelance writers and copy edited submissions