

SARAH M EDKINS

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CORE COMPETENCIES

- Experienced strategic messaging to adapt complex information for a general audience
- Executive suite guidance in crisis communication and brand reputation management
- Nuanced relationship management in cross-cultural settings
- Extensive research, fact-checking, editing, and HTML coding for both creative and factual content
- Proven time management and multi-tasking abilities to work efficiently and independently
- Significant travel in and knowledge of Middle East and North Africa with basic Arabic language skills

PROFESSIONAL EXPERIENCE

PEN American Center

Deputy Director for Communications

New York, NY

October 2013 – Present

- Develop and guide organizational leadership and celebrity spokespeople through rapid public response to 2015 Charlie Hebdo award controversy, garnering over 300 unique earned media stories in over 3,000 national and international outlets
- Craft advocacy messaging in response to international free speech developments, including new legislation, writer attacks and arrests, and new trend research
- Lead organizational rebranding, including identifying, contracting, and oversight of consulting firm, as well as liaising between full staff and marketing team to achieve maximum buy-in to new organizational direction and position
- Draft and distribute news releases, op-eds, letters, position statements, and expert quotes to cultivated subject-area press targets, tripling PEN's annual press coverage from under 1,000 to over 7,000 in two years, including feature stories in *The Wall Street Journal*, *The Los Angeles Times*, *New York Magazine*, *T Magazine*, and the homepage of NewYorkTimes.com
- Conceived and implemented daily news digest for free expression NGOs and advocate community, and train and supervise interns in day-to-day distribution via email, website, and social media
- Identify audience, develop and execute strategy, craft visual and text collateral, and manage \$10,000 budget for social media campaigns to quadruple Facebook following from 30,000 to over 120,000 in less than one year

International Coalition of Sites of Conscience

Communications Manager and Membership Coordinator

New York, NY

October 2011 – October 2013

- Oversaw all aspects of new and traditional media production, including website, social media, intranet, e-newsletter, printed marketing materials, and member resources
- Directed structural overhaul and redesign of www.sitesofconscience.org in collaboration with staff and web development firm; wrote, solicited, edited, and coded multi-lingual blog content
- Engaged in relationship building efforts with 181 member organizations through internal communications, collection of annual dues, and maintenance of pay-access Online Resource Center
- Advised Program Director for Middle East and North Africa and provided on-site support for events in the region
- Provided training and up-to-the-minute consultation on new trends in social media, content strategy, and general IT support for staff, members, and partner organizations
- Administered and tracked annual communications budget of \$150,000

Iraq Veterans Against the War

Program Coordinator

New York, NY

September 2009 – October 2011

- Garnered national media attention for veterans' issues with targeted news releases, media advisories, and press outreach; secured media coverage for military trauma survivor Jeff Hanks on CBS Evening News
- Guided crisis management team to develop response messaging after the death of Osama bin Laden, 2011 Fort Hood bombing attempt, and other relevant global developments
- Adapted all external communications to suit various target audiences, including military veterans and service members, peace activists, and civilian supporters in the U.S. and abroad
- Coordinated participant travel and accommodations, developed promotional materials and merchandise, secured guest speakers, and liaised with vendors for 2011 national convention in Portland, OR
- Administered all program logistics for national organizing campaigns, including publicity, payment reconciliation, data entry, intern and volunteer management, and donor communications
- Initiated and supervised database overhaul and provided database training to staff onsite and in the field

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Cheshire YMCA

Registrar and Marketing Associate

- Produced targeted printed and digital marketing materials—including research, copywriting, layout, graphic design, and distribution—for individual and institutional consumers
- Maintained correspondence with extensive alumni network, community leaders, and local families to secure annual donations and leverage C-to-C marketing opportunities
- Administered \$30,000 annual work-service scholarship program, as well as state childcare assistance, to more than 150 low-income families each year
- Managed registration, billing, payment reconciliation, financial reporting, supply ordering, and vendor relations
- Designed leadership development curriculum and comprehensive seasonal supervisors' manual to include goal-based lesson planning and discreet evaluation criteria
- Assisted in hiring, supervision, and evaluation of all seasonal domestic and international staff
- Served as seasonal staff with progressive supervisory responsibilities 2002–2007

Keene, NH

June 2007 – August 2009

Southern Vermont Recreation Center Foundation

Member Services Coordinator

- Established and disseminated communications and administrative best practices for start-up state-funded health center in low-income community
- Created foundational marketing materials to help raise membership to 700 in a town with population under 10,000 over five-month period
- Evaluated scholarship and discounted pricing applications from local families
- Served as database administrator and primary client contact
- Supervised and trained 3-5 part-time front desk staff

Springfield, VT

January – June 2007

EDUCATION

New York University

Master of Arts, Near East Studies and Business, GPA 3.8

New York, NY

May 2011

Boston University

Bachelor of Science, Film and Television – Magna Cum Laude

Boston, MA

January 2006

COMMUNITY INVOLVEMENT and VOLUNTEERISM

- Alumni Career Panelist, Hagop Kevorkian Center for Near Eastern Studies
- Presenter, Social Media for Social Good Organizations, US State Department International Visitors Leadership Program
- Graphic Designer, Peace Action of New York State
- Team Leader, AIDS Walk NYC
- Hostess, Children's Aid Society
- Steering Committee, NYU Kevorkian Center Film Series
- Registrar, NY Cares Day
- Educator and Group Leader, YMCA New England Heritage Tour
- Admissions Interviewer, St. Paul's School Advanced Studies Program

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