

Sara Watson

Writer/editor/communicator

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EXPERIENCE

LAKE Pajamas, Savannah, GA — Senior editorial director

2022–PRESENT

Crafting and elevating a cohesive brand narrative through strategic, full-funnel copywriting and editing; developing brand positioning and content strategy.

Savannah magazine, Savannah, GA — Editor-in-chief; managing editor

2019–2022

Led editorial and creative/artistic strategy for bimonthly issues, seasonal titles (*Savannah HOMES* and *Southern Coastal Weddings*), and ancillary publications; conceptualized written, digital, and social content; secured sponsored content partnerships; managed budgets and freelancer contracts.

SCAD, Savannah, GA — Copy editor, creative direction

2017–2019

Improved copy and executed review of print and digital collateral for high-profile projects and events, such as SCAD Film Festival.

FSC Interactive, New Orleans, LA — Editorial manager

2013–2017

Oversaw agency and client/branded content across multiple print and digital platforms, including notably Visit New Orleans, Sazerac, and GoNOLA.com (now NewOrleans.com).

LivingSocial, Washington, D.C. — Assistant editor

2011–2012

Produced daily content and copy for markets across the U.S. and Canada.

Smithsonian Books, Washington, D.C. — Intern

2011

Managed permissions requests, royalties, author contracts, and copyright applications for the Smithsonian Institute's sole for-profit division.

The Gainesville Sun, Gainesville, FL — Copy + web editor

2009–2010

Designed weekly health magazine insert and broadsheets; spearheaded SEO for digital stories; managed Facebook and Twitter handles.

CLIENTS + BYLINES

Margaux, Visual Comfort & Co., Havenly, The Citizenry, VinePair, GoodRX, Quizlet Lighting, ABC Carpet & Home, Headspace, EVG Media, SXSW

SKILLS + AWARDS

Google Analytics certified

Adobe Creative Suite, proficient in Photoshop; expert in InDesign and InCopy

AP Style expert with experience creating and editing house style guides

Expert in Wordpress

Public speaking engagements include Tulane University and Georgia Southern University

Digiday Publishing Award finalist for GoNOLA, NewOrleans.com

EDUCATION

University of Florida
2005–2009, B.S., journalism
Summa cum laude

Winter Park High School
2001–2005, I.B. diploma
International Baccalaureate