

Sara Watson

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725 E. 44th St.
Savannah, GA 31405

PROFESSIONAL SUMMARY

Adept writer and editor with years of experience transforming publishing channels into growth engines using data-based, elevated brand storytelling.

EXPERIENCE

LAKE Pajamas, Savannah, GA — Editorial director

2022–2026

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 NewOrleans.com

ADDITIONAL WORK EXPERIENCE

LivingSocial, Washington, D.C. — Assistant editor

Smithsonian Books, Washington, D.C. — Intern

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

CLIENTS + BYLINES

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

PROFESSIONAL SKILLS

Content strategy, editorial direction, brand positioning and development, creative problem-solving, creative team oversight, cross-functional collaboration

TECHNICAL SKILLS

Figma, Adobe Creative Suite, AP Style, Chicago Style, Wordpress, Shopify, Asana, AirTable, Google Analytics

EDUCATION

University of Florida

B.S., Journalism, Summa cum laude

Winter Park High School

International Baccalaureate diploma