

# Sara K. Runnels

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## PROFESSIONAL EXPERIENCE

### SENIOR COPYWRITER + CREATIVE STRATEGY MARKETING MANAGER

ALASKA AIRLINES • SEATTLE, WA • SEPTEMBER 2018 – PRESENT

Currently honing and owning the voice and tone for Alaska Airlines, strategizing, conceptualizing and executing high-level campaigns across departments, composing and editing copy for social channels, digital media, sponsorships, etc., ensuring all copy powerfully represents the brand, providing the team with best practices for effective communication across the business and figuring out how to live in the Pacific Northwest after more than a decade in NYC.

### THE COPYWRITER

CBS INTERACTIVE • NEW YORK, NY • AUGUST 2016 – SEPTEMBER 2018

As the CBS Digital Media Consumer Marketing team's only copywriter, I was responsible for creating + implementing engaging copy solutions across all channels (email, display ads, social, paid search, affiliate communications, etc.), conceptualizing smart, on-brand campaigns for retention + acquisition, shaping the tone + voice of CBS All Access, compiling + updating brand guidelines, contributing to CBS News + CBS Sports copy needs, maintaining brand consistency + watching A LOT of TV.

### THE COPYWRITER

JETBLUE • NEW YORK, NY • FEBRUARY 2013 – AUGUST 2016

As the sole voice of JetBlue, I was responsible for cleverly communicating the JetBlue brand through all channels (email, social media, dot com, out-of-home, etc.), crafting original + engaging content, strategizing copy solutions across departments, contributing buzz ideas, increasing email open-rates, wordsmith-ing revenue-generating initiatives, naming internal + external programs, being the go-to grammar guru + taking travel puns to new heights.

### COPYWRITER + EDITOR (PROJECT-BASED)

MTV • NEW YORK, NY • MARCH 2012 - OCTOBER 2012

Wrote witty, original, on-brand headlines for shows and special events featured on MTV.com, selected + edited news/music/celebrity content for homepage, coordinated with producers to ensure content was accurate, cohesive + engaging + wrote additional copy for the iPad/mobile site, various events + award shows.

### SENIOR WRITER + EDITOR + BRAND MANAGER

MODERN PUBLISHING • NEW YORK, NY • JANUARY 2007 - MARCH 2012

Developed, managed, wrote + edited content for licensed, mass-market children's books, maintained brand voice + creative expectations for major licenses like: Disney Channel, Fisher-Price, Lisa Frank, Cartoon Network, BBC + Sanrio, planned + tracked 75+ projects a year from concept to publication + supervised the creative team.

### ALMOST PROFESSIONAL

Editorial Assistant, Social Services Employees Union, New York (2006)

Editorial Intern, Abrams Books, New York, NY (2006)

Editorial/Research Assistant, Texas A&M English Department (2006)

## KICKIN' IT OLD SCHOOL

TEXAS A&M UNIVERSITY | College Station, TX, 2002 – 2006

Bachelor of Arts in English • Political Science minor

## DRESSED TO SKILL

- Plays well with words—and others!
- Honestly, just way too good @ social media.
- Microsoft Office (Word.)
- Photoshop (Can 100% remove a cheek zit.)
- Basic HTML (#SoBasic)
- Copywriting (Rarely ever copywrong.)
- Brand Management (Can fix your brand boo-boos with a Brand-Aid.)
- Copyediting (Never let the errorists win!)
- Screenwriting/creative writing (Hiring me is clearly the write thing to do.)
- 1994 Spelling Bee Champion (B-u-z-z-w-o-o-r-t-h-y.)
- Cultured AND well-versed in pop culture (TBQH.)
- Published in *The New Yorker*, *McSweeney's*, *Medium* & more!

## FREELANCE

### CONTRIBUTOR

*The New Yorker* • 2019 - present  
Writing humor pieces for Shouts and Murmurs.

### HUMOR WRITER

2015 - present

Writing satire + humor covering politics, sex, dating, millennials, pop culture and more in outlets like *McSweeneys*, *Betches*, *Weekly Humorist*, *Reader's Digest*, *The Belladonna Comedy*, *Human Parts*, *Slackjaw*, *Points in Case* and *The Bold Italic*.

### COPYWRITER

Bumble • 2020 - 2021

Wrote meme-esque dating content for Bumble's social channels.

### WRITER

American Greetings • 2019

Wrote copy for humorous greeting cards.

### COPYWRITER + STRATEGIST

Campfire • 2016 – 2017

Created a brand slogan, mission statement + complete style guide and wrote copy for the app + website.

### COPYWRITER

Birchbox • 2015 – 2016

Wrote smart, fun, informative product descriptions for a diverse range of beauty brands featured each month on Birchbox.com.

### COPYWRITER

Verizon Wireless • 2011 – 2013

Wrote iPhone/Android app reviews + created detailed lifestyle app scenarios.