

## SARA STILLMAN BERGER

430 W. 24 St. #10F • New York, NY 10011  
sarastillman@hotmail.com • 248.672.7166  
www.sarastillman.com

### PROFESSIONAL EXPERIENCE:

#### **OGILVY INTERACTIVE, Freelance Copywriter** **Present**

- Responsible for writing site content, banner ads and mobile messaging for Dove (including dovefresh.com) and Ingenix
- Generating innovative digital campaign extension for Dove, including the Dove *go fresh* product line, one of the most successful Dove launches in history
- Conceptualizing information architecture and community generating content such as reader polls, quizzes, blogs, Q&As, games, and viral content as well as mobile ideas
- Overseeing video editing of Alicia Keys's "Wake up calls" and interview clips on dovefresh.com

#### **PEOPLE MAGAZINE, Copy Manager** **2006-2008**

- Wrote advertisements, advertorials, promotional/sales materials, invitations and presentations for People, People en Español, People StyleWatch, and Teen People
- Managed the flow of copy and design changes between the marketing department, designers, and creative director
- Managed internal and external client expectations for in book and event collateral
- Communicated and provided creative direction between designers and marketing team
- Managed Spanish translators, conveyed tone, direction and purpose of copy for People en Español

#### **VOGUE MAGAZINE, Freelance Marketing Associate** **June 2006**

- Wrote marketing proposals for record-breaking Sept. 2006 issue

#### **HACHETTE FILIPACCHI MEDIA, Freelance Marketing Associate** **May 2006**

- Prepared presentations for corporate communications

#### **ELLEGIRL MAGAZINE, Copywriter** **2005-2006**

- Wrote/edited in-book/online and event promotional copy; brainstormed advertising campaigns
- Strategized and composed added value proposals for fashion, beauty, retail and consumer products clients
- Managed added value programs, such as reader contests, sweepstakes, and in-book sections
- Created unique, measurable ELLEgirl promotions/sweepstakes/contests to reach readers and entice clients
- Assisted in developing the first ever Ellegirl mobile partnership; brainstormed innovative ideas for clients such as Verb and Secret to reach the teen set via their wireless device; created and wrote mobile campaigns

#### **ALLOY.COM, Associate Editor** **2004-2005**

- Interviewed popular teen celebrities via phone and face-to-face for weekly features
- Met daily writing and editing deadlines for fashion, beauty, health, and entertainment features.
- Coded features in HTML text and Java

**SEVENTEEN MAGAZINE, Assistant Lifestyle Editor** **2003-2004**

- Wrote, researched and had full ownership of “Traveler,” “Decorator,” and reader-generated “Faith” pages
- Collaborated with art/photo departments to produce “Decorator” photo shoots
- Compiled and wrote all fashion and accessories credits

**HYPERION PUBLISHING, Publicity Assistant** **2000-2001**

- Wrote author biographies, catalog copy, fact sheets and press releases
- Planned author tours; accompanied authors on publicity events; administered weekly publicity report
- Managed office budgets, expenses and publicity assignments

INTERNSHIPS:

**NEW YORK MAGAZINE, DETAILS, ESQUIRE JANE** **2001-2003**

EDUCATION:

**NEW YORK UNIVERSITY, MA: Journalism, magazine concentration** **9.01-12.02**

**UNIVERSITY OF MICHIGAN, BA: English** **1996-2000**

- Graduated Phi Beta Kappa, with High Honors

**LA SORBONNE/AMERICAN UNIVERSITY, Paris, France** **1998**

**INTERNATIONAL CENTER OF PHOTOGRAPHY, New York City** **2005**