

SARAH PAYNE

PR AND MARKETING PROFESSIONAL

CONTACT

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EDUCATION

Master of Science / MS in Marketing
Baruch College, Zicklin School of
Business
2021-2023

Bachelor of Arts / English and Media
Studies Major
University of Virginia
2014-2018

SKILLS

- Public Relations
- Copywriting and Editing
- Social Media Marketing
- Event Management
- Media Relationship Management
- Cision
- Wordpress
- MS Office Suite
- Talent Management
- Attention to Detail
- Project Management
- Contract Negotiation

PROFILE

An experienced publicist, marketer, and content creator with 6+ years working in the PR and communications industry, I'm extremely adept at orchestrating successful PR campaigns. Having recently received a Masters in Marketing, I'm excited to utilize my publicity, digital marketing, and social media marketing skills within the marketing world.

PROFESSIONAL EXPERIENCE

Publicity Manager

Hilsinger-Mendelson | New York, NY | November 2024-Present

- Manage publicity campaigns for fiction and non-fiction titles, including David and Sybil Yurman's *Artist and Jewelers* and Suzy Welch's *Becoming You*
- Independently accompany authors for media interviews, including celebrity clients such as Jason Derulo
- Coordinate events from start to finish, managing different vendors, communicating with multiple teams, and ensuring the event is successful
- Advise authors on social media, influencer and pre-order campaigns, as well as additional marketing efforts when needed

Content Creator / Influencer

Self-employed | New York, NY | October 2024-Present

- Develop and execute content strategies to increase followership and engagement across TikTok, Instagram, YouTube, and other platforms
- Negotiate contracts and collaborate with brands to create sponsored content that aligns with their messaging and resonates with my audience, including Quince, Extra Space Storage, TwoPages Curtains, and Behaus
- Analyze performance metrics to optimize content and drive results

Senior Publicist

Hilsinger-Mendelson | New York, NY | January 2024-October 2024

- Manage publicity campaigns for fiction and non-fiction titles, including NYT Bestsellers *Cook Eat Repeat* and *Four Thousand Weeks* and Steve Case's *The Rise of the Rest* and USA Today Bestseller *The Life Brief*
- Create media lists, press releases, interview questionnaires and talking points to pitch authors for coverage in national print, online, radio, and podcast media
- Coordinate media tour schedules for high profile authors such as Nigella Lawson and Jason Derulo
- Create client proposals chronicling the scope of work of each campaign

Publicist

Hilsinger-Mendelson | New York, NY | May 2022-December 2023

- Manage publicity campaigns for fiction and non-fiction titles
- Optimize the company website each season to attract new clients
- Stay abreast of the media landscape to identify opportunities for publicity
- Synthesize information for consumer and media consumption

Associate Publicist

Oxford University Press | New York, NY | May 2021-April 2022

- Manage 7-9 book campaigns per season, handling author relations and creating publicity materials