

SARAH PAYNE

Communications | Content & Social Media | Campaign Strategy

757-777-5607 • Sep2ew@gmail.com • New York, NY • [LinkedIn Profile](#) • [TikTok](#) • [Portfolio](#)

PROFESSIONAL SUMMARY

Communications professional with 7+ years of experience in book publishing and media, with a strong foundation in campaign strategy, audience facing storytelling, and content creation. Skilled at translating complex narratives into platform-specific content that resonates with target audiences — with hands-on experience managing multi-channel campaigns and producing copy across formats and channels. Deep familiarity with the publishing ecosystem, from working directly with authors and industry stakeholders to managing campaign timelines and media relationship management. An active creator with a growing TikTok platform, bringing firsthand knowledge of short-form video, audience engagement, and what drives content to connect. Proven ability to manage multiple workstreams simultaneously, collaborate cross-functionally, and deliver polished work under tight deadlines.

PROFESSIONAL EXPERIENCE

Publicity Manager | **Hilsinger-Mendelson** | New York, NY | Nov 2024 – Present

- ▶ Oversee 7–10 publicity campaigns per season for high-profile authors and public figures – including Jason Derulo, Joshua Bassett, and David and Sybil Yurman – managing strategy, messaging, and execution from kickoff through delivery across media channels
- ▶ Develop and maintain comprehensive briefing materials, talking points, and messaging guides for clients ahead of media appearances – ensuring alignment on narrative, tone, and key messages before any public-facing engagement
- ▶ Write and edit a wide range of communications materials – including speeches, award remarks, campaign copy, press releases, and media pitches – adapting voice and structure to audience and objective
- ▶ Planned and executed a multi-channel influencer marketing campaign – identifying platform-specific content opportunities, developing briefing documents, and coordinating with external partners to ensure consistent messaging and on-brand execution across channels
- ▶ Coordinate events end to end – managing logistics, liaising with internal and external stakeholders, and ensuring flawless execution for appearances and activations
- ▶ Advise authors and talent on social media strategy, online presence, and marketing initiatives including pre-order campaigns and influencer outreach
- ▶ Draft social copy and post on behalf of clients on an ad hoc basis, maintaining their distinct voice and ensuring content aligns with broader campaign messaging
- ▶ Serve as primary point of contact for external media partners, talent representatives, and third-party collaborators – coordinating high-stakes communications with precision across multiple simultaneous workstreams

Senior Publicist | **Hilsinger-Mendelson** | New York, NY | Jan 2024 – Oct 2024

- ▶ Directed multi-channel communications campaigns for high-profile clients, developing messaging strategy and ensuring consistency across all materials and touchpoints
- ▶ Produced a full range of written deliverables – including bios, Q&As, briefing documents, media pitches, and press releases – tailoring content to audience, channel, and objective
- ▶ Developed new business proposals outlining campaign strategy, deliverables, and measurable outcomes, aligning communications plans with broader organizational priorities
- ▶ Coordinated scheduling and logistics for high-visibility media placements and events, managing rapid turnaround across competing priorities with attention to accuracy and detail
- ▶ Guided clients on social media presence and digital positioning, integrating platform strategy into broader campaign planning

Publicist | **Hilsinger-Mendelson** | New York, NY | May 2022 – Dec 2023

- ▶ Managed communications campaigns for complex, multi-stakeholder projects – maintaining consistent messaging across all materials while adapting to evolving news cycles and campaign needs

- ▶ Monitored media coverage and industry trends to surface relevant opportunities, informing proactive pitching strategy and campaign positioning
- ▶ Distilled complex, nuanced subject matter into clear and accessible narratives for consumer and media audiences, balancing clarity with accuracy
- ▶ Managed and updated the company's public-facing website on an ongoing basis, improving content organization, discoverability, and relevance each season
- ▶ Supported authors in building and refining their online presence, identifying social opportunities aligned with their audience and campaign goals

Content Creator | [@secondswithsarah](#) | TikTok | 2022 – Present

- ▶ Grow and manage a TikTok and Instagram account (19.3K total followers) posting daily short-form video content across interior design, lifestyle, and NYC topics – developing original concepts, filming, and editing independently
- ▶ Regularly analyze TikTok analytics to identify what content resonates – tracking performance by format, topic, and video length to inform creative decisions and drive consistent audience growth
- ▶ Actively monitor social media trends, platform algorithm shifts, and creator best practices – applying insights from competitor analysis and industry content to continuously refine strategy and stay ahead of evolving formats
- ▶ Secured and executed paid brand partnerships, generating \$10K+ in revenue in 2025 — managing deliverables, timelines, and brand alignment independently

Associate Publicist | [Oxford University Press](#) | New York, NY | May 2021 – Apr 2022

- ▶ Managed 7–9 concurrent book campaigns per season, serving as primary communications partner for authors and internal publishing stakeholders — overseeing outreach, written materials, and campaign execution simultaneously
- ▶ Secured print, online, and broadcast coverage; placed op-eds and excerpts; and booked author events – coordinating logistics and messaging across a wide range of media contacts and formats

Publicity Assistant | [Oxford University Press](#) | New York, NY | Nov 2019 – May 2021

- ▶ Supported full-cycle campaign execution including media outreach, stakeholder correspondence, weekly reporting, and departmental operations

EDUCATION

Master of Science, Marketing — Baruch College, Zicklin School of Business — 2021–2023

Bachelor of Arts, English & Media Studies — University of Virginia — 2014–2018

SKILLS & TECHNOLOGY

Communications: Social Media & Content Strategy • Copywriting & Editing • Campaign Strategy & Execution • Influencer Marketing • Brand Voice & Tone • Cross-Functional Collaboration • Author & Stakeholder Communications

Digital & Platforms: WordPress • Canva • CapCut • Salesforce • Cision • Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams) • Google Workspace • TikTok Analytics **Core Strengths:** Content Performance Tracking • Multi-Stream Project Management • Platform Trend Awareness • Stakeholder Management • Editorial Judgment • Attention to Detail • Social Media Platforms