

SANDI SCHWARTZ

JOURNALIST AND CONTENT MARKETING WRITER

Published author and freelance writer with 20+ years of experience effectively and creatively communicating science and social science topics to the public in the areas of environment/sustainability, home and garden, wellness, and parenting.

info@sandischwartz.com
www.sandischwartz.com
www.ecohappinessproject.com



WORK EXPERIENCE

Freelance

Journalism

- Write service and features articles for BobVila.com.
- Published articles in national publications/websites: *Chicken Soup for the Soul*, *Scary Mommy*, *Very Well Family*, *Motherly*, *Parent.co*, *Your Teen for Parents*, *Grand*, AARP's *Senior Planet*, *One Green Planet*, *Green Child Magazine*, Air & Waste Management Association's *EM Magazine*, Society for Personality and Social Psychology, The Gottman Institute, Environmental Defense Fund's *Mom's Clean Air Force* & more.
- Published articles in over 70 regional parenting and women's magazines.

Content Marketing

- Wrote monthly blog articles for several green businesses.
- Crafted product review blog posts for Diapers.com, Oriental Trading, Paperless Post, Arcadia Power, and more.
- Produced articles for two local Florida publications addressing environment, transportation, and real estate.

Editing and Proofreading

- Edit newsletters, blog posts, and reports for goDCgo, an initiative of the District of Columbia Department of Transportation (DDOT) that encourages the use of sustainable transportation.
- Edited Union of Concerned Scientists' report "The Root of the Problem: What's Driving Tropical Deforestation Today?".
- Proofread environmental industry reports for Acclaro Growth Partners, a research and strategy consulting firm.

Book Writing and Publishing

- Traditionally published author of non-fiction parenting book, *Finding Ecohappiness: Fun Nature Activities to Help Your Kids Feel Happier and Calmer*. Work in this area featured in *The Washington Post*, *USA Today*, *MSN*, *National Geographic*, *Yahoo!*, *Good Housekeeping*, *Library Journal*, *Booklist*, *Authority Magazine*, numerous podcasts, and more.
- Self-published co-author of children's fiction picture book, *Sky's Search for Ecohappiness*.
- Manage marketing and publicity for both books.

Blogging

- Manage Ecohappiness Project, a brand and information portal focused on how families can build a nature habit to feel happier and calmer.
- Managed Happy Science Mom blog for 6 years focused on scientific aspects of stress reduction. On Feedspot's list of "Top 100 Mom Blogs Every Mommy Must Read in 2020."

OTHER POSITIONS

The National Academies

- Report Review and Communications Officer, Sep 2003 - Sep 2007
- Crafted report briefs, brochures, websites, and sections of science reports.
 - Managed peer review process for over 70 science reports including editing.

Cadmus

Senior Analyst, Jun 2000 - Sep 2003

- Wrote technical analysis papers, case studies, brochures, press kit materials, and articles for EPA's ENERGY STAR and Indoor Air Quality Tools for Schools programs.

United States Environmental Protection Agency

Design for Environment Program Associate, Jul 1999 - Jun 2000

- Wrote printing industry report and co-authored *Flexo Magazine* article.

EDUCATION

University of Pennsylvania

Specialization Certificate in Foundations of Positive Psychology, 2019

Johns Hopkins University

M.A. Government, Environmental Policy, 2004

George Washington University

B.A. Environmental Studies, Political Science minor, 1999

SKILLS

- Writing
- Editing
- Proofreading
- Service Journalism
- Blogging
- Research
- SEO Content
- WordPress
- Canva
- Powerpoint
- Excellent Communicator
- Organized and Efficient

PROFESSIONAL AFFILIATIONS

- American Society of Journalists and Authors
- Association of Ghostwriters
- Editorial Freelancers Association
- Nonfiction Authors Association
- Parenting Journalists Society

VOLUNTEER EXPERIENCE

- **Sierra Club**, Newsletter Editor (2021 - current)
- **American Society of Journalists and Authors' ASJA Magazine**, Editor and Proofreader (2020 - current)
- **Impact 100**, Newsletter writer and Environmental Grants Committee (2019 - current)
- **Citizens' Climate Lobby**, Media Liaison (2017 - 2018)
- **City of Boca Raton, FL**, Green Living Advisory Board (2016 - 2018)
- **Toastmasters International**, Newsletter Editor (2013 - 2015)