

# SANDI SCHWARTZ

ENVIRONMENTAL JOURNALIST & CONTENT MARKETING WRITER

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Published author and freelance journalist with 20+ years of experience effectively and creatively communicating to various audiences in the areas of sustainability, green living, home and garden, and nature.



## WORK EXPERIENCE

### Freelance

#### Journalism

- Published articles in national publications/websites: *mindbodygreen.com*, *Chicken Soup for the Soul*, *Scary Mommy*, *Verywell Family*, *Motherly*, *Parent.co*, *Your Teen for Parents*, *Grand*, *AARP's Senior Planet*, *One Green Planet*, *Green Child Magazine*, *Green Teacher*, 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*, and more.
- Published articles in 70+ regional parenting and women's magazines.

#### Content Marketing/Brand Journalism

- Write service and features articles for *BobVila.com* in the areas of sustainability, green living, and lawn and garden.
- 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) about sustainable transportation.
- Edited a greenhouse gas emissions white paper for a client from *Inflection Point Agency*.
- 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/publicity for books including pitching media, social media content, podcast interviews, and more..

#### Blogging

- Manage *Ecohappiness Project*, an information portal to help families 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
- SEO Content
- Wordpress
- Social Media
- Canva Graphics Design
- Powerpoint
- Research
- 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)