

# SANDI SCHWARTZ

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## PROFILE

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Award-winning author, freelance journalist, editor, and researcher with 20+ years of extensive experience effectively and creatively communicating science-based information to diverse audiences in the areas of sustainability, green living, home and garden, nature, wellness, and parenting.

## SKILLS

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- Creative storyteller
- Strong research and reporting
- Detailed editor/proofreader
- Succinctly convey research
- Canva graphics design
- SEO, Wordpress, Drupal, Marketing Cloud
- Social media marketing
- Project management
- Excellent communicator
- Organized and efficient

## PROFESSIONAL EXPERIENCE

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**Sandi Schwartz Communications, Author, Writer, Editor, Researcher** (2007 – present)

### **Journalism**

- Authored hundreds of science-based articles for national publications/websites including *mindbodygreen*, *Verywell*, *Earth911*, *Scary Mommy*, *Chicken Soup for the Soul*, *Motherly*, *Parent.Co* (100+ articles), *Sixty Second Parent* (15 articles), *Vibrant Life Magazine* (10+ articles), *Your Teen for Parents*, *Grand*, *Green Child Magazine*, *Green Teacher*, *The Week*, The Gottman Institute, Society for Personality and Social Psychology, *One Green Planet*, Environmental Defense Fund's *Mom's Clean Air Force*, and more.
- Published articles in 70+ regional parenting and women's magazines, often multiple times per magazine: *New York Parenting*, *Washington Family*, *Atlanta Parent*, *Playground Magazine*, *Parent Map*, and more.
- Produced 20+ articles for Florida publications addressing transportation and the environment.
- Wrote for *Seven Mile Times* and *Sea Isle Times* about conservation, weather, and beach erosion.
- Published article "Linking Noise and Vibration to Sick Building Syndrome in Office Buildings" for *EM Magazine* that was featured as a chapter in the book *Noise Pollution: Impact and Mitigation*.
- Smartphone addiction article published in Hodder Education curriculum book.

### **Content Marketing**

- Researched and wrote 30+ SEO articles for BobVila.com in the areas of sustainability, green living, lawn and garden, and interior design.
- Pitched, researched, and crafted monthly blog posts for several green businesses to boost website traffic.
- Composed product review blog posts for Steve Spangler Science, Arcadia, Paperless Post, and more.

### **Book Writing and Publishing**

- Traditionally published author of award-winning environmental parenting book, *Finding Ecohappiness: Fun Nature Activities to Help Your Kids Feel Happier and Calmer*, that explores the mental health benefits of nature. Featured in *The Washington Post*, *USA Today*, *National Geographic*, *Yahoo!*, *MSN.com*, *Good Housekeeping*, *Library Journal*, *Booklist*, *Authority Magazine*, 50+ podcasts, and more.
- Self-published co-author of children's fiction picture book, *Sky's Search for Ecohappiness*.
- Manage marketing and publicity for books including pitching media, social media content, presentations, interviews, building relationships with organizations and influencers, and writing articles.

### **Website Management**

- Lead [Ecohappiness Project](#), a science-based information portal focused on the mental health benefits of nature amplifying the research in my book, *Finding Ecohappiness*.
- This project entails digital content creation; editorial calendar management; SEO strategy; publishing in Wordpress; sourcing and editing images in Canva; managing sponsored brand article submissions; social media marketing; newsletter distribution; and researching, developing, and editing content.

### **Editing and Proofreading**

- Edit newsletters, blog posts, and reports for goDCgo, a sustainable transportation initiative.
- 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.
- Reviewed a greenhouse gas emissions white paper for an Inflection Point Agency client.

### **National Academies, Earth and Life Studies, Report Review & Communications Officer (2003 – 2007)**

- Synthesized complex scientific reports by producing websites, brochures, and 20+ report briefs.
- Managed peer review for 70+ environmental reports including collaborating with experts and editing.
- Directed agriculture project review committee: interviewed experts, assessed research, and wrote report.
- Served as energy policy research associate: conducted policy research and contributed to report.

### **Cadmus, Senior Analyst, (2000 – 2003)**

- Conducted policy and market research, developed technical analysis papers, recruited partners, and produced marketing materials for ENERGY STAR products.
- Created case studies, brochures, press kit materials, and articles about indoor air quality, asthma, and tobacco smoke for EPA's Indoor Environments Division.

### **United States Environmental Protection Agency, Design for the Environment, Associate (1999 – 2000)**

- Crafted outreach materials and helped develop a communications strategy and website.
- Wrote printing industry report and co-authored a *Flexo Magazine* article.

## **EDUCATION**

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**University of Pennsylvania**, Specialization Certificate in Foundations of Positive Psychology

**Johns Hopkins University**, M.A. Government, Environmental Policy Focus

**The George Washington University**, B.A. Environmental Studies, Political Science minor

## **PROFESSIONAL AFFILIATIONS**

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

## **VOLUNTEER EXPERIENCE**

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- **Sierra Club**, *Digital Communications Editor*: Promote environmental campaigns to constituents.
- **American Society of Journalists and Authors' ASJA Magazine**, *Editor and Writer*
- **Impact 100**, *Environmental Grants Committee Member* and *Content Developer of Nonprofit Profile Articles*
- **Citizens' Climate Lobby**, *Media Liaison*: Conveyed policy goals to community and policymakers.
- **Boca Raton, FL**, *Green Living Advisory Board Member*: Campaigned for new Office of Sustainability.

## **AWARDS**

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- GOLD award by Nonfiction Book Awards, via Nonfiction Authors Association.
- Environmental writing/journalism Indigo Award from Sierra Club Florida Chapter.