

SANDI SCHWARTZ

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PROFILE

Multi-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, green tech, home and garden, energy, nature, wellness, mental health, and parenting.

SKILLS

- 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

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

Journalism

- Authored hundreds of articles for national publications/websites including *Dwell*, *mindbodygreen*, *Verywell*, *Family Handyman* (10 articles), *Earth911* (12 articles), *TechTarget*, *Scary Mommy*, *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, Environmental Defense Fund's *Mom's Clean Air Force*, & more.
- Published articles in 70+ regional parenting and women's magazines, often multiple times per magazine: *New York Parenting*, *Washington Family*, *Austin Woman*, *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*.

Content Marketing/Brand Journalism

- Researched and wrote 65+ SEO articles for BobVila.com in the areas of sustainability, green living, lawn and garden, and interior design. Several were syndicated on *Yahoo!* and MSN.
- 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 multi-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 and Substack; sourcing/editing images in Canva; managing sponsored brand content; 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, developed communications strategy/website, published in *Flexo Magazine*.

EDUCATION

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

- American Society of Journalists and Authors
- Editorial Freelancers Association

VOLUNTEER EXPERIENCE

- **American Society of Journalists and Authors' ASJA Magazine**, Editor and Writer
- **Impact 100**, Environmental Grants Committee Member and Content Developer of Nonprofit Profile Articles
- **Sierra Club**, Digital Communications Editor: Promoted environmental campaigns to constituents.
- **Citizens' Climate Lobby**, Media Liaison: Conveyed policy goals to community and policymakers.

AWARDS

- GOLD book award from Foreword Reviews.
- GOLD award from Independent Book Publishers Association (IBPA) Benjamin Franklin Award program.
- GOLD Nautilus Book Award.
- GOLD award by Nonfiction Book Awards, via Nonfiction Authors Association.
- Arlene Book Award: *Books That Make a Difference* from American Society of Journalists and Authors (ASJA).
- Environmental writing/journalism Indigo Award from Sierra Club Florida Chapter.