

# SANDI SCHWARTZ

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## PROFILE

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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 home and garden, sustainability, climate, green living, green tech, energy, nature, lifestyle, and wellness.

## SKILLS

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- Creative storyteller
- Resourceful researcher
- Strong reporting and interview skills
- Detailed editor/proofreader
- Succinctly convey research
- Wordpress and social media marketing
- Excellent communicator
- Organized and efficient

## PROFESSIONAL EXPERIENCE

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

### **Journalism**

- Authored hundreds of articles for national publications including *Yahoo!*, *MSN*, *Dwell*, *Success*, *Mother Earth News*, *mindbodygreen*, *Verywell*, *Family Handyman* (15 articles), *Earth911* (12 articles), *TechTarget*, *Scary Mommy*, *Motherly*, *Parent.Co* (100+ articles), *Sixty Second Parent* (15 articles), *Vibrant Life Magazine* (15 articles), *Your Teen for Parents*, *Grand*, *Green Child Magazine*, *Green Teacher*, *The Week*, The Gottman Institute, 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 80+ 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*.
- Wrote a blog article about demand response programs for *Sense*, a green energy company.
- 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.

### **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.

### **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.

- 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.

#### **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**

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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

### **CERTIFICATIONS**

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- NonprofitReady Certificates: Grant Seeking Essentials, Nonprofit Essentials, and Marketing Essentials
- Poynter ACES Introductory Certificate in Editing

### **PROFESSIONAL AFFILIATIONS**

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- ACES: The Society for Editing
- American Society of Journalists and Authors
- Editorial Freelancers Association
- GardenComm: Garden Communicators International

### **VOLUNTEER EXPERIENCE**

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- **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.

### **AWARDS**

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- GOLD book awards: Foreword Reviews, Nautilus Book Award, Benjamin Franklin Award from Independent Book Publishers Association (IBPA), Nonfiction Book Award from 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