

SARAH L. SYPNIEWSKI

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SUMMARY OF QUALIFICATIONS

Professional freelance writer and editor with experience running a photography business, including photo editing and licensing. Co-author of *Dog Photography For Dummies* (Wiley, 2011). More than ten years experience in the non-profit sector, including social media, marketing, innovation research, and trend identification.

SELECTED PUBLISHED WORKS

Books

- [*Dog Photography For Dummies*](#) (Co-author), Wiley, November 2011
- [*Business Analysis For Dummies*](#) (Editor), Wiley, July 2013
- [*Plant-Based Diet For Dummies*](#) (Editor), Wiley, anticipated June 2014

Articles

- “[Aim to Please](#),” The Bark Magazine, March-May 2012 issue (photography-based)
- “[Just Deserts](#),” [FlipCollective](#), March 2014
- *Various*, Embrace Pet Insurance’s [WaterBowl website](#)
- “Promises to My Dog,” [Pawsh Magazine, May-Sept 2012 issue](#)
- “[Time to Say Goodbye](#),” CityDog Magazine, Holiday 2011 issue

Blogs

- [Sarah Leaps](#) (named “Freshly Pressed” by WordPress 8.16.11)
- [A Dog’s Heart](#)
- [Normal in Dog World](#)

Additional works available on request

SELECTED WRITING EXPERIENCE

[Embrace Pet Insurance](#)

09/2012 - current

Writes monthly articles on various pet-related topics for community section of website

[Avanti Press](#)

10/2011-current

Writes verse to accompany pre-selected designs for several lines of greeting cards

[Bark Pet Photography](#)

02/2009-05/2012

- Wrote and edited *The Bark Report*, a monthly email newsletter sent to opt-in subscribers
- Developed copy for all major correspondence and client/marketing collateral, including website

[AIDS/LifeCycle](#)

8/2004-7/2011

- Wrote and edited *The Monthly Spin*, an email newsletter sent to AIDS/ LifeCycle participants
- Created much of current website copy
- Edited or created all content for now-defunct printed Participant Manual, distributed to 3,000 participants

[American Red Cross](#)

8/2003-8/2004

- Edited and published national newsletter for National Preparedness and Response Corps

[DePaul University](#)

9/1997-6/2001

- Held position of Writing Consultant in the university’s Writing Center for 4 years

Other examples available on request

ADDITIONAL WORK EXPERIENCE

Bark Pet Photography

Partner

Santa Monica, CA

2/2009-current

- Performs all non-shooting tasks during sessions: scouting, wrangling, treating, client-interaction, set up, management of model releases
- Edits photos in Adobe Lightroom and Photoshop
- Creates web-based viewing gallery for client selection purposes
- Key creative force in design of website
- Key force in development and management of marketing and client/partner relations

NinjaDog Concepts

Santa Monica, CA

Owner *09/2011-current*

- Performs all tasks needed to grow and maintain the business, from marketing to performing actual search campaigns for lost pets
- Maintains a 70% - 75% recovery rate
- Teaches prevention and response methods to industry and community members, including writing various articles and other media on the topics

AIDS/LifeCycle

Los Angeles, CA

Associate Director *9/2007-10/2010*

- Designed annual recruitment and retention strategy, including peer-to-peer, mass communications, and innovative tools and managed staff of seven to implement strategy, resulting in millions of dollars raised annually for HIV/AIDS research and care
- Designed and implemented Marketing Plan in Southern California including outdoor, print, radio, and internet
- Drove AIDS/LifeCycle's creative vision and technological evolution—key creative force in redesigning www.aidslifecycle.org, developing and maintaining all social media presence and tools, and connecting ALC with resources and partners to accomplish goals

Cycle Buddy/Senior Cycle Buddy/Recruitment & Retention Manager *8/2004-9/2007*

- Individually responsible for over \$3.4 million of fundraising for LAGLC over the past three years, with a 35% increase from first year to last
- Recruited, trained, and supervised 100 Training Ride Leaders in the Los Angeles Training Ride program, which is essential to training/retention and was an integral factor in the dramatically improved attrition rate
- Offered impeccable customer service to prospective and registered participants relative to retention, fundraising, and training by way of leadership, motivation, knowledge, and supervision of the Los Angeles team

American Red Cross

Los Angeles, CA

AmeriCorps National Preparedness and Response Corps Program Coordinator *7/2002-8/2004*

- Responsible for entire recruitment process including outreach, interviewing, and selection of members
- Created and managed corps member support plan resulting in 100% retention for 2 years
- Mentored members in project planning, and personal and professional development

SOFTWARE/WEB

Microsoft Office Suite, Adobe Design Suite, Convio, Blackbaud, WordPress

ADDITIONAL SKILLS AND EXPERIENCE

- Basic graphic design
- Well-versed in licensing agreements and copyright
- Authors Guild, member 2011-current
- Completed the Grantsmanship Center's *Grantsmanship Training Program* 8/2011
- Active animal rescuer and advocate
- Outdoor enthusiast: cycling, camping, hiking, rock climbing

EDUCATION

DEPAUL UNIVERSITY

Chicago, IL

Bachelor of Arts

6/2000

Major in Psychology, Minor in Religious Studies

References available upon request