

Sandra Lynn Mardenfeld

www.sandramardenfeld.com

Freelance Editing/Writing Experience

□Freelance Copy Editor: Business News Daily and Business.com (2022-present), Richner Communications-Long Island Herald Newspapers (2015-2018), Diamonds.net (July 2013-summer 2019), Rapaport Diamond Report (summer 2011, winter 2000-summer 2006), The Conference Board's Across the Board (2001-2008), Breathe magazine (July-August 2004/premiere issue and December 2004-January 2005), Bell'Italia/Beautiful Itineraries magazines (September 2003-2006), TV Guide (winter 2000-August 2000), Self magazine (December 1999-July 2000), Nylon magazine (spring 2000), Graphic Image (1997-2000) and Dance Online (1996-1998).

□Freelance Writer/Editor/Content Marketing Consultant (June 1999-present). Write and edit content for web and print platforms for journalistic and marketing purposes — including articles, landing pages, blogs, social media posts, scripts and ad copy; and manage social media and e-marketing campaigns for a variety of clients including:

Article writing—Curl magazine, Popejoy Theater, Diamonds.net, Small Business Opportunities, Cahners Business Publishing and Income Opportunities (also, see list below);

Book publishing—Adventure Keen (travel), Palisades Press (ghost writing financial books);

Content writing/SEO—Fabrics and Home, Royal Home Healthcare, Hofstra University Continuing Education, Walden University, RapNet, Playbill Online, Think Inc., APB.COM, and Ontone.com (products);

Blogging—Fabrics and Home, Static Media, Hofstra University, Walden University, Show Showdown, Hofstra University Continuing Education Department;

Social media management

(Facebook/X/Instagram/LinkedIn)—Fabrics and Home, Royal Home Healthcare, Hofstra University Continuing Education, LIU Post, 99 Packets;

Corporate training and public relations—Positive Promotions, LIU Post.

□ Extensive freelance writing credits include trends/reviews for The New York Times Book Review, the Daily News and American Bookseller; woman's features and travel pieces for Car & Travel, Destination Honeymoons and Weddings, Long Island Bride and Groom, Allure, Jewelry Connoisseur, ModernBride.com, Distinction, Elegant Bride, Parents and Children and Working Woman; news articles for Newsday, Retail Ad World, Time Out New York, Stagebill, The Christian Science Monitor, Entrepreneur.com, Construction Equipment Guide and Good Dog.

Education

Ph.D. in Communication and Information and Library Sciences, specializing in Media Studies, October 2012

Dissertation Title: Reporters in Practice: The Role of Privilege in Contemporary Journalism

Rutgers, The State University of New Jersey, New Brunswick, NJ

M.A. in Magazine Journalism, December 1997

New York University, New York, NY

B.A. in Journalism (Minor Concentration: English), December 1989

State University College at Buffalo, Buffalo, NY