

**Sandra Mardenfeld**  
[www.sandramardenfeld.com](http://www.sandramardenfeld.com)

## **Freelance Experience**

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

**Editing**—Business.com, BusinessNewsDaily.com, Richner Communications-Long Island Herald Newspapers, Rapaport Diamond Report, Scholastic Publishing, Diamonds.net, Beautiful Itineraries, The Conference Board's Across the Board, Bell'Italia, Breathe, Graphic Image, TV Guide, Maxim and Self magazines.

**Article writing**—Faces of Long Island/Newsday, 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, Show Showdown, Hofstra University Continuing Education Department.

**Social media management**

**(Facebook/X/Instagram/LinkedIn/Pinterest)**—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; 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.

## **Editorial and Marketing Positions**

Hofstra University, Hempstead, NY

### **Freelance Content Writer/Editor—Continuing Education**

**Department** (September 2018-February 2019; March 2017-December 2017).

- ☐ Wrote and reworked landing pages to optimize SEO and user experience.
- ☐ Assisted in creating marketing plans and a digital strategy.
- ☐ Proofread and edited existing webpages. Improved metadata for better SEO.
- ☐ Wrote content for PPC ads, social media, printed materials, blogs, scripts and promotions. Worked in WordPress to design and publish blogs.
- ☐ Created content calendars for e-marketing, blogs and social media.

**Interim Marketing Manager** (January 2018-August 2018).

- ☐ Advised team regarding marketing plans and a cross-platform digital strategy. Collected and analyzed multiple data sources into executable strategies to drive customer conversion.
- ☐ Researched advertising/marketing opportunities for five departments.
- ☐ Created and optimized email marketing and re-engagement campaigns. Tracked results and maintained Constant Contact lists.
- ☐ Created and implemented social media strategy and developed content for Facebook, Twitter and blogs. Met with other Hofstra staff to discover opportunities for cross-promotion.
- ☐ Worked with staff to coordinate/develop marketing material, including brochures, advertisements, banner ads, broadcast copy, fliers, postcards and posters – including writing, editing, photo research and workflow management.

Freemarketnews.com

**Associate News Editor** (November 2005-January 2007).

- ☐ Worked with writers to produce daily news pieces and editorials.
- ☐ Edited 8-12 stories daily for website.

Playgirl magazine, New York, NY

**Managing Editor** (September 1998-June 1999).

- ☐ Handled all day-to-day functioning of the magazine.
- ☐ Acted as a central liaison between editorial and art departments and production. Supplied creative input to each issue and paginated magazine.
- ☐ Line edited all articles. Developed, researched and wrote articles.

Mardenfeld, page 3

- ☐ Wrote coverlines and captions.
- ☐ Delegated writing assignments to freelancers/editors and edited their work.
- ☐ Supervised editorial personnel and columnists.

Fashion Almanac magazine, New York, NY

**Managing Editor** (May 1998-May 1999)

- ☐ Oversaw editorial content, including developing columns and features, assigning articles, copyediting, hiring columnists and trafficking all materials for each issue.
- ☐ Wrote articles, table of contents and cover copy.

Playbill magazine, New York, NY

**Broadway Editor** (August 1993-August 1998).

- ☐ Coordinated and directed Broadway department editorial and production.
- ☐ Proofread and copyedited Broadway programs.
- ☐ Supervised Off-Broadway program department.
- ☐ Suggested, researched and wrote articles.
- ☐ Monthly travel columnist.

**Off-Broadway Editor** (December 1992-August 1993).

- ☐ Oversaw entire Off-Broadway department including editorial, production and billing.
- ☐ Edited and fact checked all Off-Broadway programs.
- ☐ Worked extensively with press agents, producers and theatre managers.

## **Other Work**

Five Towns College, Dix Hills

**Adjunct Professor** (September 2019-present)

- ☐ Teach and develop curricula for oral communication classes, including all course materials.

Hofstra University, Hempstead, NY

**Adjunct Professor** (September 2018-present)

- ☐ Develop curricula for mass media and copy editing classes, including all course materials. Teach mass media, media literacy and copy editing.

Mardenfeld, page 4

Hofstra University, Hempstead, NY

**Continuing Education Professor** (September 1997-2006; 2008-2023).

□Developed curricula for journalism and writing classes, including all course materials.

□Taught in Digital and Social Media Certification program. Also, taught continuing education classes in magazine article writing as well as travel, business, memoir, resume and romance writing, playwriting, creative nonfiction, blogging, writing for the web and interviewing.

Long Island University, CW Post Campus, Greenvale, NY

**Assistant Professor/Director of Journalism Program** (September 2010–August 2015).

□Taught reporting, journalism history, web production, visual journalism and others for a 14-week semester.

□Updated curriculum and program as industry and educational changes necessitated.

□Implemented and maintained social media for the department.

## **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, NYC

B.A. in Journalism (Minor Concentration: English), December 1989  
State University College at Buffalo, Buffalo, NY