

Sara L. Cottle

cottle.sara@gmail.com | 304.578.3924 | www.saracottle.com | Washington, D.C.

About Me

Over 10 years of experience in editing and strategic communications (design, marketing, advertising + PR), with a foundational background in journalism, and focus on environmental and science communication, makes me an agile and collaborative expert in my field. I approach my work with a tactical mind and creative heart. Metrics and process guide me, but the ability to execute an array of multimedia allows me to be a better storyteller and project manager. I am most passionate about cultivating positive change and fostering our human relationship with the natural world through storytelling and science.

Skills

- Campaign Planning
- Strategy and Evaluation
- Project Management
- Lead Generation
- Internal and Executive Communications
- Data Analysis
- Public Relations and Media Engagement
- Press Releases
- Stakeholder and Donor Engagement
- Social Media
- Content Strategy
- Research
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere)
- WordPress/HubSpot/Drupal
- Asana/Notion/Trello
- Photography
- Video/Film
- Radio and Podcasting
- Blog Writing
- Newsletters
- Copy Writing and Editing
- AP Style

Experience

Senior News Editor, ACS News, C&EN Magazine, American Chemical Society | Sept. 2022 - present

A weekly print magazine recognized as the world's most comprehensive and authoritative source of news about chemistry and related fields—including business, energy, environment, food, education, and more. Published by ACS for the last 100 years, it remains editorially independent and scientists know us for breaking news coverage and award winning features.

Notable accomplishments: I manage workflows, guide and edit reporters, and set editorial direction for the ACS News section of the magazine. One of my most important jobs is relationship building across departments within the society and between the teams within C&EN that are responsible for production each week in order to optimize workflows and create and manage a pipeline of engaging and newsworthy stories for members. I was brought on to help lead and support the magazine's transition to digital first as we embark on our next 100 years of coverage.

Communications Specialist, Climate Focus | April 2021 - Sept. 2022

An international advisory company committed to developing policies and projects that reduce greenhouse gas emissions and help us adapt to the consequences of a changing climate. I manage all of our external communications, including social, PR, and newsletter; internal communications, including strategy, metrics, and cross-office and discipline content; and design, campaign, and outreach needs on a project basis.

Notable accomplishments: Led a total website redesign which included creating measurable metrics aligned with European GDPR law; Created an entire library of communications-related templates, operational processes, and guidelines

Senior Marketing Strategist, Can-Do Ideas | July 2020-April 2021

Previously: Inbound Marketing Specialist | Feb. 2016 - Aug. 2018

An inbound marketing agency. Client industries include agriculture, engineering, hospitality, finance, and more. I managed multiple client relationships and a team of authors. I led content creation and campaign strategy meeting marketing goals. I managed and optimized CMS and CRM workflows and tracked and analyzed results.

Notable accomplishments: Increasing online sales by 400% in less than a year; Increased Facebook 'Likes' by 49% during a two-week social campaign; Doubled email open-rate through headline and description testing; Increased new contacts by 37% in one year

Douglas M. Lapp Endowment, Smithsonian Science Education Center | May 2019 - Aug. 2019

A unit of the Smithsonian Institution solely dedicated to formal preK-12 science education reform. I was part of writing a global science curriculum for multiple modules that supports and incorporates UN Sustainable Development Goals and furthers the nature of science. A specific addition to the curriculum was incorporating podcasting as a means of scientific communication.

Creating the curriculum included: coordination across multiple Smithsonian departments, with researchers, scientists, teachers, and community leaders around the globe, writing, editing, research, design, interviews, video, and photography as well as running a workshop helping to prepare teachers to implement the curriculum into their classrooms.

Notable Accomplishments: Wrote 3 science education modules aligning with SDGs; Wrote a reader on 'Pollinators'; Planned and implemented a curriculum workshop for teachers

Operations Coordinator, Exposure Labs | Jan. 2019 - July 2020

A film and impact production company. I played a strategic role in supporting the impact campaign for Chasing Coral (Netflix), focusing on impact stories and community, youth, and donor engagement.

Notable Accomplishments: Creating a dashboard and organizational system for logging and tracking impact; Creating a monthly newsletter highlighting the best impact stories to inspire action; Streamlining donation processes; Strategic planning on World Oceans Day, Earth Day and Climate Strike campaigns

DIGITAL ENGAGEMENT COORDINATOR, CU BOULDER ENVIRONMENTAL CENTER (SEPT. 2018 - MAY 2020)

RESEARCH ASSISTANT, CENTER FOR ENVIRONMENTAL JOURNALISM (SEPT. 2018 – MAY 2020)

PROMOTIONS DIRECTOR, WWVU-FM (DEC. 2012 - JAN. 2015)

Education

M.A. in Environmental Journalism

University of Colorado Boulder, CMCI,
May 2020

Certificate in Digital Humanities

University of Colorado Boulder, May 2020

B.S. in Journalism (PR)

West Virginia University, College of Media, December
2014, Summa Cum Laude

Organizations

- Society of Environmental Journalists
- Women Photojournalists of Washington
- Climate Reality Leadership Corps
- DC Science Writers Association

Other Projects

- 'Connecting Congaree', Short Documentary Film, Honorable Mention, DCEFF
- 'Digital El Diario', Digital Humanities Newspaper Archival Project
- 'Climate Story Lab - US South' Report Out, The Climate Story Lab
- 'Annual Management Report' UCAR/NCAR, National Science Foundation
- '2023 Photo Fellowship' National Association of State Foresters