

SANDRA FRIEND

PO Box 963
Silver Springs, FL 34489
sf@sandrafriend.com
352-237-1399

www.sandrafriend.com

SKILLS

- Blogging
- Book Projects
- Content Creation
- Content Management
- Corporate Communications
- Digital Marketing
- Digital Photo Editing
- Editing & Publishing
- Event Planning
- Graphic Design
- Outreach & Education
- Photography
- Podcasting
- Project Management
- Public Speaking
- Research & Analytics
- Social Media
- Social Networking
- SEO & Usability
- Team Facilitation
- Training
- Virtual Communities
- Visual Presentations
- Voiceovers
- Web Design
- Web Video
- Writing

EDUCATION

B.S., Information Science
University of Pittsburgh

AFFILIATIONS

Board of Directors
Friends of Florida State Parks
Member
SATW, ASJA, FOWA

COMMUNICATIONS / PUBLIC RELATIONS

Creative analytical thinker with strong digital media skills. Well-versed in research, writing, editing, design of creative products, multimedia, and audience engagement.

EXPERIENCE

FREELANCE WRITER / CONSULTANT

1996-present

Self-directed coordination of simultaneous creative projects while consulting for clients. Research and share the stories of Florida destinations as well as hiking and natural areas around the world through a wide variety of media, including 25 books for major publishers, magazine articles, written and multimedia content for websites and blogs, smartphone apps, podcasts, videos, and custom websites.

- For FloridaHikes.com, top-ranked information source., produce web pages, blog, and weekly e-newsletters, publish to multiple digital channels, manage custom social network. Built monthly audience of 15,000 unique visitors / 25,000 visits / 1 million hits, with over 5,000 directly engaged through social channels. Use and maintain Wordpress and Joomla content management systems.
- Social media columnist for the Society of American Travel Writers.
- Developed websites, web content, and social media channels for clients, including www.taichichih.org and www.visitglades.com.
- Served on committee with VISIT FLORIDA, the state tourism marketing board, for five years. helping with projects to expand marketing of Florida's outdoors.

WEBMASTER / CONTENT MANAGER

USDA Forest Service, Tallahassee, FL

2009-2011

Contract position reporting to Public Affairs Officer. Maintained existing websites in HTML and PHP while migrating / rewriting and expanding content into a national portal content management system based on IBM Stellant.

- Designed and launched a Wordpress blog, www.nationalforestsinfloida.com, for quick dissemination of public information.
- Wrote press releases, posted content on web and Twitter (@NFinFlorida).
- Developed interactive Google maps to aid the public in finding recreation sites.
- Researched and wrote detailed content for the new Ocala National Forest and National Forests in Florida websites. Raised usage volume and web rankings for www.fs.usda.gov/ocala by developing deep content.
- Shot, edited, optimized, and provided more than 1,000 images of Florida outdoor recreation for use on Forest Service websites and in publications.

COMMUNICATIONS DIRECTOR

Florida Trail Association, Gainesville, FL

2003-2008

Directed publications and public and media relations for the nonprofit responsible for the Florida National Scenic Trail. Developed marketing campaigns, branding, products, multimedia (including podcasts, web video, and documentaries). Wrote editorial and web content, designed and managed www.floridatrail.org.

- Developed the Gateway Communities program to partner with communities for tourism marketing, grants, and community engagement with the trail.
- Developed multimedia educational materials used to inform members of Congress of our volunteer and agency achievements.
- Edited, designed, and published an award-winning membership magazine.
- Raised the visibility of hiking as an outdoor activity in Florida through targeted articles, multimedia, and events.
- Received a nationally-prominent USDA Forest Service Award in 2007 for using blogging to increase volunteer engagement in trail maintenance statewide.