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| SANDRA **NYGAARD**  718-928-4212 • snygaard@gmail.com   linkedin.com/sandra-nygaard • sandranygaard.com |
| BRAND STORYTELLER • CONTENT STRATEGIST • Experienced content leader with expertise in lifestyle editorial and authentic brand storytelling • Detail-driven, engaging writer with a strong track record of project development and execution  • Seeking a creative, collaborative, and cross-functional environment SPECIALIZED SKILLS • Engaging & Authentic Brand Storytelling and Audience-Focused Marketing • Team Hiring & Management • Cross-Functional Team Collaboration  • Print, Online, Video, & Social Media Platforms • Performance Metric Tracking  • Deadline-Driven Project Management • Creative Editorial, Video and Photo Direction  • Compelling Copywriting, Editing, and Communication • Public Speaking at Events and Presentations  • Advanced Understanding of Luxury Market Trends, Aesthetics, and Design EXPERIENCE  DIRECTOR OF EDITORIAL AND PUBLIC RELATIONS, Fair Harbor, New York, NY OCTOBER 2021 – PRESENT • Partner with the co-founder and Chief Brand Officer to establish the brand voice for a successful sustainable apparel start-up: Ideate and create 360-degree brand storytelling for digital and print communications, including e-mails, digital and radio ads, catalog, website copy, store communications, and all customer-facing content.• Advise Chief Brand Officer on building strategic partnerships, community, and brand presentations to external and internal audiences.  • Collaborate with CRM and VP of Marketing to apply key metric learnings to copy. Quickly adjust for A/B testing as needed to lower CAC and increase AOV.• Lead external ad agency in direction for copy, and brand messaging for Facebook, Instagram, and other online advertising.  • Manage relationship with external PR agency. Plot annual PR strategy that aligns with marketing goals, conceive of angles for story pitching and placement, draft press releases, create original quotes for founders, apply to business awards, plan events and activations, and act as an ambassador for the brand.• Oversee 10 annual print catalogs from start to finish. Includes concepting, writing, photo selection, editing, managing proofs and retouching, and finalizing with printer.• Launch and create editorial calendar for brand blog, which includes concepting ideas, assigning, writing, editing, and executing regular stories. Topics include a diverse mix of profiles, sustainability, new product launches, collaborations, travel, and lifestyle stories that support SEO and brand messaging.FREELANCE EDITORIAL DIRECTOR, DIGITAL INNOVATION TEAM, Ralph Lauren, New York, NY SEPTEMBER 2020 – AUGUST 2021 • Creative Development: Guided the creation and management of new digital content that ranged from traditional stories and features to landing pages, videos, and more enterprising concepts for Polo, Ralph Lauren Home, and Lauren. • Managing and Editing: Recruited and managed freelancers, assigned stories and coordinated deadlines. Worked with the writers on improving the clarity and focus of the copy.  • Collaborating: Aligned with the design and digital teams to plan and concept storytelling for Polo men’s and women’s collections, Lauren, Ralph Lauren Home, and the Polo app. Worked with e-commerce team to determine integration into landing pages. • Video: Concepted, researched, wrote and revised scripts, interviewed experts, and advised the creative development and execution of videos for use on the Ralph Lauren site as well as for the Polo app, YouTube, and other social platforms.  BRAND STORYTELLER, CONTENT CREATOR + STRATEGIST, New Farm Creative, New York, NY JUNE 2018 – PRESENT *Provide editorial and content marketing services and thought leadership to drive reader and consumer engagement for lifestyle brands and media companies.*  CONTENT STRATEGY  • Leverage industry expertise and collaborate on editorial ideation, providing research and trend insights to inspire content strategies and creative direction for clients such as **Unilever, Gillette, and Revlon**.  • Lead and develop content marketing direction of **Mastercard's** revamped online platform to promote one of the company's largest content marketing initiatives. Creatively collaborate with luxury public relations firm and Mastercard on concept, key deliverables, timeline, implementing strategies across a variety of platforms, and hiring freelance writers to execute ideas.  • Aid in the launch of an internal **PVH**’s internal employee publication. Communicate the core corporate values to the larger enterprise, a venerable luxury fashion conglomerate that owns Calvin Klein and Tommy Hilfiger. Curate, select and write relevant content to connect and engage 38,000 employees worldwide.  CONTENT DEVELOPMENT  • Collaborate with consumer brands to conceptualize and build out compelling branded content that supports key external messaging in print, digital, social, video, and e-mail newsletter formats. Clients include: **Adobe,** **Compass, UntuckIt**, **Birchbox, BoxyCharm, Faherty, Perricone MD, Olivers Apparel**, and **Zero Halliburton**.  • Wrote **UntuckIt** 2019 Father’s Day campaign. Campaign increased engagement by 120% and increased site traffic by 55%; Developed “Best of” holiday content, which catapulted story SEO ranking to number one.  • Strategized, researched, and crafted original video scripts for the launch of **Compass** real estate brokerage firm’s video initiative marketing brokers to regional markets.  • Created forty pieces of original content for the launch of re-branded **Zero Halliburton** website. Ensured new brand messaging and objectives were compelling and consistent.  EDITORIAL  • Write and produce editorial stories and in-depth packages on travel, style, and design for brands such as **AFAR magazine**, **Men’s Journal**, **Surface** **magazine, Watch Journal, Adobe Behance, Adobe Creative Cloud, Edible Magazine - San Luis Obispo and Wine Country**, and more.  • Lead update on existing **Milan City Guide** for **AFAR magazine** with extensive edits and new content.  **FASHION + GROOMING DIRECTOR** / MEN’S HEALTH MAGAZINE, RODALE, New York, NY  MAY 2013—JUNE 2018  *Conceived, researched and crafted compelling service-driven fashion and grooming pieces each month for the world’s largest men’s magazine and its Web site, which reached 13M unique visitors a month.*  • Managed online style and grooming verticals, created new Web-only franchises; authored weekly style e-mail newsletters that reached more than 60,000 readers (578% growth); grew social media audience and managed Twitter content to 196k followers (132% growth ) and Instagram content to 70k followers (2031% growth), and 65k Facebook followers (300% growth).  • Managed and recruited a team of freelancers and edited 10-25 pages of fashion and grooming copy each issue. Styled on-location cover shoots and fashion stories with celebrity cover subjects and models.  • Worked closely with the editor-in-chief and creative director to execute the vision of the Men’s Health brand. Grew Grooming into a core topic, launching monthly coverage and an annual Men’s Health Grooming Awards, turning in the category into the #1 generator of ad revenue for the brand.  • Conceived and executed value-added incentives to advertisers and acted as brand ambassador and style expert at in-store events, promotions and parties with ad partners.  **SENIOR FASHION + GROOMING EDITOR**/ **MEN’S HEALTH MAGAZINE**, RODALE, New York, NY SEPT 2006—MAY 2013  **REPORTER / DNR MAGAZINE (WOMEN’S WEAR DAILY),** CONDE NAST, New York, NY  NOV 2004—OCT 2006  • Reported on breaking fashion and consumer product business and industry news; highlighted emerging designers, such as **Thom Browne**, **Rag + Bone**, and **John Varvatos**; produced and packaged enterprising feature stories for the men’s designer market.  • Covered European and New York runway and trade shows: wrote reviews, and forecasted trends.  • Crafted designer and celebrity profiles of celebrity designers, such as **Tom Ford, Karl Lagerfeld, Marc Jacobs, Ralph Lauren,** and **Narciso Rodriguez** in DNR and bi-annual consumer publication, Menswear. ADDITIONAL MEDIA EXPERIENCE Managed large editorial projects on lifestyle topics for various magazines. Served as the managing editor during the launch of a 40-page visitor guide for **Chicago magazine**. Worked with established editorial teams and freelancers to assign features and gather new and existing content, balanced ad pages, and oversaw a small art and photo team. • Acted as the editorial director to the launch of an extensive online visitor guide for **New York magazine**, leading a team of freelancers and building out new content on various points of interest. • Curated arts and entertainment listings to feature on the crawl of **New York Central,** a show on **MetroTV**. Managed the content relationship with partner **New York magazine**. • Researched, pitched, and written lifestyle features for **Fast Company, New York magazine, Women’s Wear Daily, Best Life, Women’s Health, Men’s Vogue, Chicago Tribune, Chicago Home, San Francisco Chronicle,** and **SF Weekly.** EDUCATION & TRAINING NORTHWESTERN UNIVERSITY MASTER OF SCIENCE IN JOURNALISM (MSJ)  RUTGERS UNIVERSITY BACHELOR OF ARTS IN ENGLISH |