

Sally McGraw

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Education

BA Literature and Creative Writing, May 1998
Binghamton University, State University of New York

Relevant work experience

Blog author

Already Pretty: alreadypretty.com

9/07 – present

Creator, editor, and primary contributor to this popular daily blog about fashion, style, feminism, and positive body image. New posts daily. Nearly 2 million page views per month.

Author

Find Your Style: Boost Your Body Image Through Fashion Confidence

Publication scheduled for Spring 2017, Lerner Publications

Proposed, coordinated interviews, wrote, and helped secure imagery for this book on style and body image for teen girls. Will be sold to school libraries across the U.S.

Channel manager

About.com: shoppingtips.about.com

11/14 – 5/16

Write eight 600-word articles per month on shopping, and responsible for promotion through my own social media. About.com determined the channel to be too specific to continue populating, but the content is still available.

Ghostwriter/editor

Various websites, publications, books, and individual clients

5/15 – present

Ghostwrite and edit weekly blog posts for various websites on topics including post-traumatic stress, personal style, and whole foods. Have also ghostwritten and edited a book on the wives of disabled veterans, written several book proposals for aspiring authors, and helped craft a workbook for a blogger who focuses on healthy living.

Contributing writer

Godaddy Garage; garage.godaddy.com

4/15 – present

Contribute posts on small business strategy, social media, branding, writing, and entrepreneurship.

Contributing writer

Mad Mimi blog; blog.madmimi.com

10/14 – 6/16

Contribute posts on newsletter strategy, branding, writing, and entrepreneurship.

Columnist

Minneapolis Star Tribune: Minneapolis, MN

9/14 – present

Write a monthly Q&A column responding to reader queries about style, shopping, trends, and clothing care.

Author

Already Pretty: Learning to Love Your Body by Learning to Dress it Well

Published 7/12, CreateSpace

Author of this 104-page, full-color book, structured as a fun and accessible self-guided makeover. Sells via my blog to readers worldwide.

Contributing writer

Goodwill Easter Seals blog; blog.goodwilleasterseals.org

8/13 – 4/16

Contribute posts on thrifting, style, trends, and fashion-related topics.

Contributing writer

The Huffington Post: New York, NY

7/12 – present

Contribute posts on body image, self-esteem, and style to this popular news website.

Contributing writer

Minneapolis Star Tribune: Minneapolis, MN

7/11 – 9/14

Contributed original feature articles to the StarTribune's Variety section on topics that include figure flattery, shopping, DIY techniques, and trends.

Communications Coordinator

University of Minnesota Foundation: Minneapolis, MN

10/06 – 9/11

Managed extensive photo archive, and worked to digitize 20+ years worth of slides and prints over a 6-month period. Maintained weekly intranet news pages, and update other internal and external Foundation web pages as needed. Worked on larger web projects as needed, including several sections of the intranet built from scratch.

Marketing Traffic Manager

Minnesota Public Radio: St. Paul, MN

5/05 – 7/06

Facilitated creation and approval of marketing materials, both print and online. Created and enforced schedules for three designers and two writers. Maintained and revised systems for assessing staff workload, scheduling and monitoring projects, and communicating workload to the company at large. Job duties included project management, creation of production schedules, vendor relations, meeting facilitation, print buying, and managing a small staff of freelancers.

Online Marketing Specialist

Llewellyn Worldwide: St. Paul, MN

12/03 – 5/05

Created and executed online marketing strategy. Created proposal for, launched, and managed content, design, and coding for three monthly e-newsletters that were sent to more than 100,000 recipients. Provided creative direction for and facilitated launch of an entirely new website to support an imprint of the larger company. Job duties included online marketing strategy, graphic design work, editing, writing, project management, facilitation of meetings, light HTML coding.