



# Sarah Coomber

hello@sarahcoomber.com | 360-601-5611

## SUMMARY:

Versatile communicator and project manager with more than 25 years of professional experience in public relations, journalism and creative writing. Collaborative work style includes passion for research, data and details; and attunement to audience and voice.

## EXPERTISE/SKILLS:

Writing/editing  
Project management  
Creative direction  
Website management  
Social media strategy/content  
Teaching/public speaking  
Cross-cultural communication

## EDUCATION & TRAINING:

### MFA CREATIVE WRITING/NONFICTION

Eastern Washington University

### MA MASS COMMUNICATION/PRINT JOURNALISM

University of Minnesota

### BA BIOLOGY, PHI BETA KAPPA

Saint Olaf College

### PUBLIC INFO OFFICER TRAINING/BASIC (G290)

Federal Emergency Management  
Agency/Emergency Management Institute

### REGISTERED YOGA TEACHER

Holy Yoga Global, Phoenix, Arizona

## WORK EXPERIENCE:

### COMMUNICATIONS MANAGER

**PointNorth Consulting, Vancouver, Washington | Jan-Mar 2020**

Collaborated on communications audit and report for Willamette (Oregon) Education Service District to support agency transitioning to new communication leadership.

### COMMUNICATIONS MANAGER

**Educational Service District (ESD) 112, Vancouver | Jan 2015-June 2019**

Managed communications for school districts, building relationships among districts, families and patrons; supported ESD communications. Responsibilities:

- **Developed and implemented** strategic communication plans
- **Managed** projects, wrote copy and provided creative direction for campaigns, newsletters, annual reports and fliers
- **Oversaw** school district website, including redesign process, and social media platforms
- **Wrote** video scripts and speeches, and took photographs and video clips
- **Supported** media relations and crisis communication for districts
- **Collaborated** on communication audits, created surveys, analyzed data, and wrote responses and reports

### Recognition included:

- **Golden Achievement Award, National School Public Relations Association (NSPRA)**, for "The Star Polishers Project," 2018. Co-created and implemented this popular teacher recognition program with Longview Public Schools.
- **NSPRA seminar presentation:** "Edu-Speakin' to Me?" at annual conference (Anaheim, 2019). Wrote the proposal, drafted the presentation and co-presented on our video series demystifying education jargon.
- **Best in Category, Washington School Public Relations Association (WSPRA), Finance** (<10,000 students), for Hockinson School District Levy Communications (2019). Collaborated with the district superintendent and business manager, and a graphic designer to create this suite of communications.
- **Best in Category, WSPRA, Excellence in Writing** (<10,000 students), for "Literacy & Music: Teachers Use Music to Build Language and Math Skills" (2019). Newsletter story for Longview Public Schools (LPS).
- **Best in Category, WSPRA, Electronic Newsletter** (<10,000 students) for *Longview Schools Digital Review* (2016).

## BOOKS:

*The Same Moon*, a memoir (Camphor Press, 2020)

Tagline: Sometimes you have to run far, far away to find your way home.

"An Unexpected Retreat," chapter in *Inaka: Portraits of Life in Rural Japan* (Camphor Press, 2020)

## SELECTED SERVICE/ OTHER WORK:

**Yoga instructor**, Clark County (Washington) YMCA, (Jan 2020-Mar 2020)

**Founder/leader of Holy Yoga ministry** at Columbia Presbyterian Church, Vancouver (Mar 2018-June 2020).

**Founder/leader of Yoga for Cube Dwellers**, ESD 112 (Nov 2017-June 2019)

**Koto (Japanese zither) performer** at schools and culture festivals in Vancouver and Portland, Oregon (2005-2014)

**Contributing section editor and writer**, *The Light* alumni magazine, Youth For Understanding Intercultural Exchange Program (2014-15)

## CONTACT:

**Email:** [sarahcoomber.com/contact/](mailto:sarahcoomber.com/contact/)

**Portfolio:** [sarahcoomber.com/portfolio-2021/](http://sarahcoomber.com/portfolio-2021/)

**Facebook:** @sarahcoomberwriter

## REFERENCES:

Available on request.

## SOLE PROPRIETOR

**Coomber Communication, Vancouver | July 2005-Dec 2014**

Provided strategic messaging, research and editing for projects related to complex issues, including a proposed interstate bridge replacement and a casino project. Clients included Hunt Communication, Thompson Metal Fab, Citizens Against Reservation Shopping and Aho Construction.

- Researched and wrote reports and analyses, website copy, op-eds, blog posts and ads
- Corresponded with and made presentations to local, state and federal lawmakers and agency staff, and citizens groups
- Worked with members of the media
- Facilitated public engagement
- Helped set and maintain brand standards

## GRADUATE ASSOCIATE/FREELANCER

**University Relations, Eastern Washington University, Cheney, Washington | Sep 2001-Dec 2003**

Wrote and edited material for alumni magazine, news releases, brochures, catalogs, electronic newsletters and advertisements; worked with designers to create appealing creative content.

## REPORTER

**The Forum, Fargo, North Dakota | Nov 1997-Sep 2001**

Reported on local government (Fargo city hall) and higher education, and served as food editor for North Dakota's largest newspaper.

- Produced more than 800 stories, from breaking news to feature projects
- Recognition included Minnesota Associated Press award for investigative reporting

## SCIENCE WRITER

**University of Wisconsin Sea Grant Institute | Oct 1996-Oct 1997**

Wrote about water-related research and the environment for radio, newsletters, news releases, the web and catalogs, coached student writers, edited sound tapes and photographed events.

## EDUCATOR

**Founder-instructor, Memoir Moment | Jan 2021-**

Guide and encourage online course participants as they identify a life moment and turn it into a short memoir piece.

**Adjunct writing instructor, Whitworth University, Spokane, Washington | 2002, 2004**

Developed course syllabus and helped students develop critical reading and writing skills, acquainting them with various audiences, purposes and styles.

**Assistant English Teacher, Japan Exchange & Teaching Program, Shuho-cho, Yamaguchi-ken | July 1994-July 1996**

Collaborated with Japanese teachers to teach English conversation and culture to junior high school, primary school and adult students.