



## SUMMARY:

Versatile communicator and project manager with more than 25 years of professional experience in public relations, journalism, creative writing and consulting.

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:

### SOLE PROPRIETOR

**Coomber Communication, Moorhead, Minnesota | Jan 2021-**

Provide research, strategic messaging and writing for clients with various communications needs; also create and teach online memoir writing classes.

### COMMUNICATIONS MANAGER

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

Collaborated on internal/external communications audit and report for Willamette (Oregon) Education Service District.

### COMMUNICATIONS MANAGER

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

Created and implemented strategic communications plans for school districts, including website and social media management, media relations, newsletters, presentations and school funding campaigns; worked with ESD leaders, subject matter experts and colleagues to produce marketing campaigns that had significant regional and statewide impacts.

### Also:

- **Managed** projects and provided creative direction
- **Oversaw** school district website redesign process
- **Wrote** video scripts and speeches; shot photos and clips
- **Provided** crisis communication support to districts
- **Contributed** to communications audits, creating surveys, analyzing data and writing 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 presentation:** "Edu-Speakin' to Me?" Wrote proposal, drafted presentation and co-presented at national conference on video series demystifying education jargon (2019).
- **Best in Category, Washington School Public Relations Association (WSPRA), Finance** (<10,000 students), for Hockinson School District Levy Communications (2019). Collaborated with district and designer on suite of docs.
- **Best in Category, WSPRA, Excellence in Writing** (<10,000 students), for Longview Public Schools newsletter story (2019).

## 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:

**Holy Yoga instructor** at Lutheran Church of the Good Shepherd, Moorhead (June 2021- )

**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/)

**Facebook:** @sarahcoomberwriter

## REFERENCES:

Available on request.

## SOLE PROPRIETOR

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

Provided research, strategic messaging and writing on complex issues, including a proposed interstate bridge and a casino project, in partnership with Hunt Communication.

- Researched and wrote reports and analyses, presentations, 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.

## 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, producing 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.

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## EDUCATOR

- **Founder/instructor, Memoir Moments | Jan 2021-**  
Guiding and encouraging online course participants as they identify a life moment and turn it into a short memoir piece.
- **Yoga instructor, Clark County (Washington) YMCA | Jan-Mar 2020**  
Designed and taught Holy Yoga classes to YMCA members.
- **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 | July 1994-July 1996**  
Supported Japanese teachers by teaching English conversation and culture to junior high and primary school students, and adult conversation groups.