

SANDRA K. BARNIDGE

Freelance writer with ten years of experience in non-profit public relations and a special interest in historical women, off-beat entrepreneurs, folk cultures, green tech, and artists with a mission. Clips in *Atlas Obscura*, *On Wisconsin Magazine*, *Psychopomp Magazine*, *BRAVA Magazine*, *Discovery*, and several trade and corporate outlets (under the name Sandra Knisely). Based in Tuscaloosa, Alabama.

RECENT/SELECTED PROJECTS

- ❖ Digital historian for Alumni Park at the University of Wisconsin-Madison
<https://www.alumnipark.com/>
- ❖ Copy editor on *Liminal Females: Contemporary Women in Latin American Novels* (forthcoming Palgrave Macmillan, spring 2018)
- ❖ "Beethoven's Detective," *On Wisconsin Magazine*, Summer 2017
- ❖ "And wife: The feminist fight for American passports," *Atlas Obscura*, March 2017
- ❖ Assistant editor on *The Communications Crisis in America, and How to Fix It* (Palgrave Macmillan 2016)
- ❖ "How to Blend in at an Alpine Krampus Parade," *Atlas Obscura*, December 2016
- ❖ "The Warlord's Biographer," *On Wisconsin Magazine*, Spring 2015
- ❖ "Fateful Fight: Charlie Mohr and the Fall of UW's Boxing Dynasty," *Badger Insider Magazine*, cover, Fall 2014
- ❖ "Brave Choices: Breast Cancer, BRCA Testing, and Difficult Decisions," *BRAVA Magazine*, cover, October 2013

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS SPECIALIST, COMMETTA, 2017-PRESENT

Maintain social-media feeds and write web copy for clients of a boutique inbound marketing firm headquartered in Montreal, Canada. Work closely with several startups in green tech, alternative health, and education.

STRATEGIST, UNIVERSITY OF WISCONSIN COMMUNICATIONS, 2014-2015

Named the first-ever content strategist on the UW-Madison chancellor's communications team. Led a campus-wide effort to produce more than 50 stories illustrating the university's impact across Wisconsin. Launched an e-newsletter aimed at state legislators and community opinion leaders. Participated on large-scale web redesign teams, including wisc.edu and news.wisc.edu, and contributed to the information architecture of each site. Monitored content analytics weekly and doubled the followers of an institutional Twitter account, @wisidea, in six months.

WRITER, WISCONSIN FOUNDATION & ALUMNI ASSOCIATION, 2013-2014

Named assistant editor of *Badger Insider*, the association's member magazine. Contributed regularly to *On Wisconsin*, the flagship UW-Madison alumni magazine with a circulation of 340,000. Collaborated with development directors across campus to write emails, web copy, letters, speeches, pledge cards, brochures, gift planning pieces, and other collateral. Oversaw the production of a large proposal book that supported a multimillion-dollar corporate ask and set the standard for subsequent projects.

SCIENCE WRITER, UW-MADISON COLLEGE OF ENGINEERING, 2007-2011

Wrote press releases, web copy, and magazine articles about basic science, tech transfer, and STEM outreach projects. Initiated and implemented the college's first social-media strategy. Edited department newsletters and represented the college at public events. Also launched social-media feeds and wrote web copy for the Wisconsin Institute for Discovery.

EDUCATION

- ❖ Master of Arts in Journalism and Mass Communication
University of Wisconsin-Madison, 2013
- ❖ Bachelor of Arts in Journalism and Anthropology
University of Wisconsin-Madison, 2009

SKILLS

Magazine and web writing, manuscript editing and preparation, DSLR photography, Wordpress, media relations, qualitative research methods, coaxing reluctant sources, hunting for travel deals, keeping calm and carrying on.