



SARA CANTU

PROJECT MANAGER & CONTENT EDITOR

I am a results-driven communications specialist, project manager, and content editor with over fifteen years of proven expertise in creating compelling content. My experience spans top-rated publications to boutique marketing agencies, equipping me with a unique skill set tailored to elevate your agency's creative endeavors. I am dedicated to delivering high-quality content that resonates with target audiences, enhances brand identity, and drives impactful marketing strategies.

EXPERIENCE

CONTENT EDITOR/PROJECT MANAGER, 09/2015 – PRESENT TRIGGERS MEDIA

- Expertly manage client accounts, cultivating strong relationships and ensuring client satisfaction.
- Collaborate closely with clients and marketing teams to develop innovative marketing and advertising campaigns.
- Develop detailed client Creative Briefs outlining digital marketing strategy and planning.
- Responsible for creating monthly content calendars and executing daily social media posting across multiple channels.
- Produce engaging blog posts on various topics across diverse industries.
- Generate content for marketing projects, including websites, magazines, and press releases.
- Spearhead political campaigns, collaborating seamlessly with the CEO and design team for comprehensive content planning across social media channels.

MAGAZINE EDITOR-IN-CHIEF, 09/2015 – 2023 AZA CREATIONS, LIFESTYLE FOR MEN MAGAZINE

- Oversee the daily operations of Lifestyle For Men Magazine and Swimsuits & Sports Magazine.
- Maintain regular communication with a team of writers and founders to ensure a cohesive editorial approach.
- Edit articles for seamless flow, grammar, and tone, maintaining a high standard of quality.
- Contribute monthly feature articles and game reviews to enhance the magazines' appeal.
- Gather media assets for each issue, ensuring a visually compelling and cohesive presentation.
- Proofread issues before publishing, ensuring error-free content.

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SKILLS

- Copywriting and Editing
- Content Management
- Digital Marketing
- Project Management
- Leadership and Collaboration
- Magazine Operations
- Feature Article Writing
- Social Media Management
- Blog Editing
- Remote Work
- SEO Practices
- Customer Service
- Adaptability
- Creativity
- Attention to Detail
- Strategic Planning
- Media Asset Management
- Client Relationship Management

EDUCATION

BACHELOR OF ARTS: JOURNALISM, 2009

THE UNIVERSITY OF TEXAS - PAN
AMERICAN, EDINBURG, TEXAS

BACHELOR'S IN JOURNALISM WITH A
SPECIALIZATION IN ADVERTISING AND
PUBLIC RELATIONS



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EXPERIENCE

BLOG EDITOR, 11/2014

FAEARCH.COM

- Edit articles for a seamless blend of flow, grammar, and tone.
- Direct a team of writers in producing fashion, beauty, and health articles.
- Contribute to social media planning and execute engaging content strategies.
- Generate weekly articles and oversee content calendars.

BLOG EDITOR, 1/2014

VAYG MEDIA

- Create and edit content across five websites on a daily basis.
- Work remotely while maintaining effective communication with the media company's CEO, based in New York.

CONTENT CONTRIBUTOR, 12/2013

REPUTATION.COM

- Develop high-quality marketing materials for worldwide clients, utilizing SEO practices for unique content across diverse subjects.
- Consistently meet strict deadlines.

STAFF WRITER/STYLIST, 11/2012

LADY COUTURE MAGAZINE

- Contribute to the creative direction of fashion photo spreads.
- Author articles on fashion and lifestyle, with 4-5 monthly publications.
- Assist with proofreading and copy editing for monthly issues.
- Serve as the editor of the online fashion blog for LadyCoutureMag.com.

ACCOUNT EXECUTIVE, 09/2012

FREEDOM COMMUNICATIONS/THE MONITOR NEWSPAPER

- Achieve continued increases in advertising revenue through innovative new business development.
- Provide exceptional customer service to clients and subscribers.
- Consistently exceed monthly print and online advertising revenue goals.
- Develop new clientele through effective cold calling and maintain ongoing relationships.

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FEATURED IN:

- Adrianna Papell
- Lime Crime
- ModernAge
- Lifestyle For Men
- Faearch.com
- Rio Grande Guardian
- Purefy
- Betsey Johnson
- Schumacher Homes
- Homes.com
- Swimsuits & Sports Magazine
- TheGrindstone.co
- TheGlobalPost.com
- eHow.com
- Livestrong.com
- Ulistic
- Examiner.com
- and many more!