

Hi. I'm Sarah Persing.

I am a writer, editor, and graphic designer.

You can find some of my words here:

whole foods market
2008-
NOW **COPYWRITER**

I served as sole copywriter in Northern California for two years, developing a consistent voice for the region through in-store marketing materials, direct mail, special events, online promotions, and a variety of external advertising campaigns, from newspaper to radio to billboards. I had proven success in driving sales and familiarity with the Whole Foods Market brand, both within the 30-store area and nationwide. I remain a freelance copywriter for the company, crafting compelling, mouthwatering copy for local and national projects.

two degrees food
2011 **CREATIVE CONSULTANT**

I provided creative direction and copy for marketing collateral on the website and blog, promotional signage, and packaging, getting the word out about this socially-conscious start-up snack bar company and getting the bars into Whole Foods Market stores across the country.

tastebook
2008-
2011 **COPYWRITER & FOOD EDITOR**

I crafted and edited twice-monthly email newsletters and promotions to generate traffic to the recipe database and grow memberships. I also curated featured recipes, assembled themed cookbooks to accompany seasonal promotions, and suggested areas of opportunity for this personal cookbook and recipe sharing service.

And more here:

published in:

CHOW.COM, EDIBLE EAST BAY, GAYOT.COM, RANDMCNALLY.COM, SAN FRANCISCO & EAST BAY CITYSEARCH, SALON.COM, TUTTIFOODIE.COM

Some things people have said about me:

“ You are an amazing stylist.
A wonderful writer!

You are a delight wrapped in a blanket of joy.

These headlines fill me with delight.
They are right on. Nice. Nice nice nice. ”

Some things I have said about myself:

I am super nice, make scrumptious sweets, and enjoy alliteration. I have never missed a deadline (not even at the video store). I am crazy organized. Details is my middle name. Or maybe Diligent. But actually it's Inez.

Two degrees of education:

B.A. IN BIOLOGICAL AND SOCIAL ANTHROPOLOGY
CLASS OF **2005** **harvard university**

CERTIFICATE IN BAKING AND PASTRY ARTS
2010 tante marie's
●●● **cooking school**

I dabble in design.

freelance designer

of logos, flyers and posters, brochures, web banners, basic websites, promotional merchandise, t-shirts, gifts. Check out my portfolio on my website: sarahpersing.com

Grammar and style float my boat.

freelance editor

of book manuscripts, grant proposals, artists' statements, and graduate school applications.

associate editor

for the leading budget travel guides *Let's Go Europe 2006* and *Let's Go Western Europe 2006*.

Gastronomy is my root beer float.

je suis wine
2007-
2010 **WINERY OWNER**

I owned, managed, and marketed a boutique winery selling absolutely delicious California Syrah and Petite Sirah. Through the winery website and communications and my blog, *First Crush* (firstcrush.wordpress.com), I advocated for an experience of wine that celebrates individual taste over subjective ratings.

gourmet walks
2008 **TOUR GUIDE**

I led hungry folks on chocolate tours through San Francisco.

chez panisse
2005-
2006 **HUMBLE INTERN**

I once called Robert Redford from the Office of Alice Waters.

Labors of love:

- CLASSICREVIVAL.ORG
- TOASTANDSIP.COM
- HELLOPERSINGS.WORDPRESS.COM

