

Sara Bachler

COPYWRITER

Nashville, TN

sarabachler@gmail.com

WRITER / PRODUCER / DIRECTOR / CREATIVE

Experience

Writer / Producer/ Director

Oct 2011 - Present

Freelance

- Create diverse, interconnected work for clients from concept to execution
- Build and strengthen brands through compelling creative communications with focus on campaign development and copywriting
- Strategic cross-category problem solving that engages users and connects brands with audiences in unique, interesting ways

Promo Writer / Producer / Director

Nashville, TN
Oct 2007 - Oct 2011

CMT / MTV Networks

- Promo Producer for CMT brand extending across a range of platforms
- Develop and execute original creative campaigns with On-Air, On-Line, Print, VOD, Mobile, Components including Viacom & CMT's pro-social campaigns
- Extensive experience working on episodic promotions for variety of CMT properties and series
- Equally adept at generating and developing original creative as adapting and integrating new ideas into existing creative framework

Associate Producer

Nashville, TN
Jan 2005 - Sep 2007

CMT / MTV Networks

- Direct crews, coordinate with publicists, interview subjects and oversee field production
- Write and produce stories for weekly entertainment news show, CMT Insider
- Responsible for maintaining show budget and handling music and media licensing for special programming

Associate Producer

Nashville, TN
Oct 2002 - Dec 2004

WKRN-TV

- Produced 6pm weeknight newscast at local ABC News affiliate station
- Wrote local and national scripts for nightly broadcasts and daily promotional teasers
- Gathered information from local authorities, government agencies and press releases

Intern

Chicago, IL
Sep 2001 - Dec 2001

Bloodshot Records

- Designed press release packages for promotion of artists
- Processed catalog orders and prepared weekly mailings
- Accompanied artists on radio publicity events

Production Assistant

Seattle, WA
Jun 2001 - Aug 2001

FOX News Corporation

- Served as Oliver North's personal assistant while taping Seattle installment of "War Stories"
- Performed administrative duties, including running scripts and arranging travel plans

Intern

Washington, DC
Jun 2000 - Aug 2000

ABC News - Nightline

- Selected from over 200 candidates to serve as one of five interns for Nightline
- Assisted producers by logging tape, researching archives and attending government functions
- Chosen to attend Republican National Convention

Production and Promotions Assistant

Seattle, WA
May 2000 - Jun 2000

Fisher Broadcasting

- Promoted radio stations at various remote locations
- Oversaw logistical operations for filming of television pilots
- Secured appropriate film footage through logging and editing tapes

Producer

Evanston, IL
Sep 1999 - Dec 1999

WRNU Radio Studio

- Produced news broadcasts and selected story material for reporter presentation
- Evaluated anchors' performance on a weekly basis

Programming Assistant

Seattle, WA
May 1999 - Aug 1999

KVI Studios

- Interned for nationally syndicated radio talk show, "The Michael Medved Show"
- Gathered background information and performed deadline-oriented research
- Selected listener calls for on-air use and handled listener correspondence
- Assisted with promotional events for Medved's Flagship Station, Talk Radio 570 KVI

Research Assistant

Evanston, IL
Sep 1999 - Dec 1999

Kellogg Graduate School of Management

- Facilitated research project of PHD student focusing on investor activism
- Revised article on corporate change submitted to an academic journal

Education

Bachelor of Science in Speech

Evanston, IL
Aug 1998 - Dec 2001

NORTHWESTERN UNIVERSITY

Major: Communication Studies

Minors: Political Science, Undergraduate Leadership Program

Honors: National Society of Collegiate Scholars

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