

## **Sarah Rose**

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sarahrose.net

### ***PROFILE***

Journalist, strategist, and creative with over a decade of experience spanning investigative and trade reporting, national advocacy campaigns, digital organizing, and brand communications. Known for translating complex ideas into compelling narratives that reach and move audiences across platforms, industries, and borders. Also the lead singer of cabaret-punk band Sarah and the Safe Word, with 30 million Spotify streams and international touring experience.

### ***PROFESSIONAL EXPERIENCE***

News Writer and Reporter | *AIN Media Group*

Jan 2024 – Aug 2025

- Covered global aviation industry news for a specialized trade publication, reporting from major international trade shows including NBAA and the Paris Air Show.
- Produced deadline-driven content across digital, print, and live event channels for a worldwide professional audience.
- Maintained brand voice and editorial consistency across all platforms, building audience trust in a highly technical industry.

News Writer and Reporter | *Georgia Public Broadcasting*

Oct 2019 – Dec 2023

- Crafted multimedia stories for web, radio, and TV serving Georgia's diverse communities, covering civil rights, arts, culture, and public affairs.
- Developed and executed social media strategy across platforms, growing audience reach and driving measurable engagement.
- Nominated, 2023 Atlanta Press Club Awards, Arts & Culture reporting.

National Marketing & Campaigns Organizer | *RepresentUs*

Jun 2018 – Mar 2019

- Led creative strategy and messaging for national get-out-the-vote campaigns during the 2018 U.S. midterm elections, contributing to victories in 28 ballot-measure campaigns.
- Built and managed a nationally connected grassroots network, developing infrastructure and messaging that turned online supporters into active campaign participants.
- Authored organization's first brand book, establishing unified voice and visual standards nationwide.
- Created centralized communications platform streamlining coordination across chapters, staff, and volunteers.

Marketing Manager / Sr. LGBTQ Issues Advocate | *Care2*

Mar 2015 – Jun 2018

- Directed national and international LGBTQ+ advocacy campaigns, generating coverage on CNN, BBC, Al Jazeera, The Guardian, Fox News, MSNBC, the Daily Mail, Entertainment Tonight, and more.
- Shaped platform brand voice and launched social campaigns reaching audiences worldwide.
- Managed email outreach strategy and press operations across multiple regions.
- Developed messaging playbooks and ran coordinated inside-outside corporate campaigns that produced measurable policy and brand wins.
- Mentored junior staff and coordinated coalition partners across advocacy and communications functions.

Digital Marketing Assistant | *Institute for Humane Studies*

May 2014 – Mar 2015

- Produced daily social media content and digital marketing materials to support policy education programs and events.

Communications & Legislative Intern | *U.S. Congress*

Summer 2011

- Drafted constituent communications and digital messaging supporting legislative staff in a high-volume Washington office.

## ***MUSIC***

Lead Singer | *Sarah and the Safe Word*

2014 – Present

*Sarah and the Safe Word* is a cabaret-punk band with a dedicated global following, built from the ground up through grassroots marketing, independent touring, and community-driven audience development.

- 30 million streams on Spotify.
- Signed with Take This to Heart Records, distributed by Warner Music.
- Sold out shows across the U.S. and Europe.
- Built and managed international fan community and brand identity from inception.

## ***AWARDS & RECOGNITION***

Atlanta Press Club Awards — Nominee · Arts & Culture Reporting, 2023

## ***SKILLS & EXPERTISE***

Journalism & Content: Trade and investigative reporting, multimedia storytelling, editorial strategy, brand voice, deadline-driven production

Digital & Social: Social media strategy (Instagram, TikTok, BlueSky), email list management, CRM platforms, online-to-offline mobilization, audience growth

Campaigns & Advocacy: National campaign coordination, inside-outside corporate campaigns, coalition building, narrative shift strategy, electoral organizing, LGBTQ+ advocacy

Communications & PR: Media relations, press strategy, messaging frameworks, brand development, international communications

Creative: Graphic design, performance, band and brand management, international touring

## ***EDUCATION***

B.S. Political Science · Kennesaw State University, Atlanta, GA · 2012