



SARAH MAIZES

Writer / Editor / Content Producer

CONTENT CREATION AND DEVELOPMENT, WRITING, EDITING, TV/VIDEO/ONLINE, COMEDIAN

Sarah writes, develops and creates original content for websites, brands, publishers and television. She is innovative, meticulous, and fearless. With 20 years experience creating and developing entertainment-based content for a multitude of platforms, Sarah intrinsically understands how to create fresh and compelling must-read/must-click material, reach strategic goals while maintaining a consistent brand, and manage teams and timelines while inspiring people to produce their best work. Sarah has contacts galore. She is an experienced, innovative, and accomplished creative voice, and a highly motivated self-starter and project manager who brings a unique 360 perspective of the media landscape to your project.

EDUCATION

UNIVERSITY OF MASSACHUSETTS
1988 | AMHERST, MA
BA, Cum Laude

ADDITIONAL AWARDS / NOTES

- “*Top 25 Funny Mom Blogger*”: PopSugar.com
- *On My Way to the Bath:*
 - Bank Street College / Children’s Book Committee “Best Children’s Books of 2013” List
 - Main Selection Children’s Book of the Month Club
 - Bloomsbury Books Top 10 Picture Book
 - Tennessee Volunteer Award Nominee
- *On My Way to Bed:*
 - Children’s Book of the Month Club Main Selection
 - New York Times Bookshelf “Pick”

ADDITIONAL SKILLS / INTERESTS

Microsoft Word, Excel, Power Point, Social Media expert, site & community management, knowledge of HTML, Photoshop, Final Cut and basic SEO. Personal interests include humor, style, celebrity gossip, cooking, biking and photography.

HOW TO GET IN TOUCH



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ADDRESS
429 South Bedford Drive,
Beverly Hills, California 90212

PROFESSIONAL EXPERIENCE

AUTHOR / MAGAZINE WRITER / PARENTING HUMORIST | JULY 2007 - PRESENT LOS ANGELES, CA

Writes books for the parenting, humor, self-help and children’s book marketplace, including three non-fiction humor books with Berkley/Penguin and three children’s books with Bloomsbury USA/UK; creates book proposals and pitches letters to publishers; taking the lead on marketing and publicity of my projects upon publication; handles social media for books and speaking engagements; produces readings, media events and book signings for my projects; writes and pitches articles to major magazines and media outlets in print and online and take an active role in the promotion of all content.

REGULAR CONTRIBUTOR / BLOGGER | MARCH 2011 - PRESENT LOS ANGELES, CA

As a regular contributor to *NBCUniversal’s TODAY.com*, *HuffingtonPost.com* and *CBS/Los Angeles’ “Best of LA,”* and a freelance blogger who has contributed to numerous major media outlets including *E! TV’s Fashion Police*, *More.com*, *DivineCaroline.com* and *Yahoo! Shine* - I pitch and write stories based on the latest news and trends in the women’s interest, lifestyle, fashion and parenting spaces; research celebrity biographical and professional information; interview experts; quote sources; edit and fact check articles; write must-click headlines; and create compelling original content infused with the respective brand’s voice.

FOUNDER/EDITOR-IN-CHIEF | JULY 2007 - JULY 2012 MOMMYLITEONLINE.COM – LOS ANGELES, CA

Created, launched and maintained a parenting humor blog that went on to receive numerous awards and notability as a *Babble.com Top 100 Mom Blog*, a *PopSugar.com Top 25 Mom Blog*, and achieving a Google Page Rank of ‘5’.

SKETCH COMEDY WRITER / STAND-UP COMEDIAN | APRIL 2004 - NOV 2007 LOS ANGELES, CA

Company Member on both the Sketch Comedy and Improv sides at Acme Comedy Theatre, the top tier comedy theatre that turned out Adam Corrolla, Alex Borstein and many other well-known comedians.; wrote and performed my fresh material for weekly sketch shows; created original characters for long-form improvisation shows; performed stand-up comedy at many well-known venues on both coasts including The Comedy Store in Hollywood, The Hollywood Improv and Stand-Up New York.

DIRECTOR / DEVELOPMENT AND PRODUCTION | APRIL 2000 - APRIL 2003 MATTEL ENTERTAINMENT, MATTEL INC. – EL SEGUNDO, CA

Developed, wrote and produced more than 20 video and television projects for kids (ages infant through tween) based on Mattel’s brands including *Barbie*, *Max Steel*, *Rescue Heroes*, *American Girl*, and *Fisher Price*; created and produced well-reviewed documentary titled “*The Artist in Me*” which appeared as a bonus feature on the DVD for “*Barbie As Rapunzel*”; fostered and maintained relationships with writers and buyers in the kids entertainment marketplace; created and developed new product ideas for existing brands to be developed across a multi-level platform (toy, show, video, books...); prepared and presented pitches to buyers; negotiated deals; and successfully juggled and serviced multiple departmental interests on projects being developed.



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PROFESSIONAL EXPERIENCE CONTINUED

UP OF DEVELOPMENT | MARCH 1999 - 2000

KING WORLD ANIMATION – LOS ANGELES, USA

Worked with Jim Ballentine and Vanessa Coffey, the award-winning producers of “*Ren & Stimpy*” and lead development of animated series projects: tracked buyers, hired writers; formulated pitches, negotiated deals with producers; worked directly with writers on bibles, treatments and series scripts; developed and pitched projects to buyers; developed relationships with buyers; pursued new properties

UP OF DEVELOPMENT | OCTOBER 1997 - MARCH 1999

NELVANA ANIMATION – LOS ANGELES, USA

Oversaw development of over 60 animated series; scouted new properties and hired writers; negotiated deals with writers and producers; worked directly with writers on bibles, treatments and series scripts; developed and pitched projects to buyers; maintained publishing contacts; developed and maintained relationships with buyers; took new pitches; developed shows based on classic properties such as “*Corduroy*”; “*Max & Ruby*”; “*Maggie and the Ferocious Beast*” and “*George and Martha*”; and coordinated with foreign production companies and media outlets to develop projects with international appeal.

WILLIAM MORRIS AGENCY, INC. – NEW YORK, NY

LITERARY AGENT / DIRECTOR OF CHILDREN'S PUBLISHING | 1991 - 1997

Built and spearheaded the Kid's Entertainment Division of The William Morris Agency where I represented over 50 children's book authors – in addition to representing my stable of lifestyle and humor books/authors/personalities - including Judy Blume, Bill Cosby, Dav Pilkey (Captain Underpants), Paul Zindel, and Cynthia Rylant. As an agent I sought out new talent; negotiated deals; developed and maintained contacts within the publishing industry; created project ideas for clients; edited proposals and manuscripts; read and evaluated manuscripts; wrote pitch letters and marketing materials; pitched projects to television and motion picture buyers; negotiated sub-rights for book projects; packaged properties for WMA clients to pitch to buyers; spoke at conferences to groups large and small; and sought out new business opportunities for WMA.

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