

Sarah E. White  
50 South Fair Oaks  
Madison, WI 53714  
www.whitesarah.com

---

## **Sarah White, Communicator**

I write books, magazine articles, and advertising copy of all kinds. My specialties include marketing, management, and consumer awareness. I write columns for business and consumer audiences. I'm a talented crafter of corporate communications, from advertising copy to websites. Clients of all sorts find me reliable, easy to work with, and good at estimating and delivering on time.

### **Objective**

Opportunities to increase the success of my clients through...

- Writing — commentary, how-to, and other editorial or commercial assignments.
- Book development — Assistance to subject matter experts. Book proposals, process coaching, and developmental editing.
- Professional services related to memory preservation. I teach memoir writing, help individuals record their life stories, and develop intergenerational programs using oral history.

I seek limited-term projects, not employment.

### **Track record**

#### Mass-market books I've written or developed:

- *The Complete Idiot's Guide to Marketing* (1997, revised 2003, Alpha Books, New York.)
- *Managing Multiple Projects*, developmental editor, with Michael and Irene Tobis 2002, McGraw Hill, New York.)
- *Business Plans That Work*, co-author with Joan Gillman. (2001, Adams Media Corp, New York.)
- *Adams Streetwise Do-It-Yourself Advertising* (1995, Adams Media Corp, New York. Third printing released in 1999.)

#### Articles I've written

My articles on marketing topics for small business appeared in Third Wave Research's demographics area on Microsoft's bCentral from 2002-2004. My stories on consumer awareness and life skills for young people have appeared since 2001 on the Credit Union National Association's website for young credit union members, Googolplex. Visit my website for links to these articles.

#### Books I've written for the credit union industry

- *Intranets and Credit Unions*, 2001.
- *Marketing Across the Generations: Fifty-Plus*, 2000.
- *Making Work Manageable*. 2000, (STAR Module 1020.)
- *Managing Advertising Guidelines*, 1999. (MERIT Module M27).

### **Entrepreneurship**

For twelve years I directed my own graphic communication firm, White Space Design. Through my firm I provided strategic marketing services to clients in manufacturing, distribution, retail, education, government, and professional services. In 1996 White Space Design merged with Hyperion Studios, a full-service graphic arts provider.

### **Schools and training**

- B.A. Journalism, Indiana University, 1978
- Post-graduate coursework through U.W. Madison-Extension (business management)

### **Professional affiliations**

- Member, Association of Personal Historians — Marketing Chair, 2004-2005