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“ I AM A VETERAN MUSIC INDUSTRY MEDIA CONTENT STRATEGIST. I'M A LIFELONG MUSICIAN DEDICATED TO THE ADVANCEMENT OF THE ARTS. LET ME SHOW YOU HOW I CAN HELP YOU TELL YOUR STORY.

MUSIC MEDIA EXPERIENCE

Editor In Chief, *Electronic Musician*

NewBay Media, San Bruno, CA August 2010-January 2017

Oversaw content strategy, development and production for *Electronic Musician* magazine, the leading resource for recording musicians. Directed all print, web, event and social-media content; managed in-house editors and freelance contributors and collaborated extensively with marketing, design and sales departments.

- Merged two brands and produced a complete content and design overhaul in my first month.

Writer/Editor/Project Manager, HireSarahJones.com

Oakland, CA 1995-present

Provide writing, editing, on-camera interviewing, and project-management services for music-industry publishers, educational institutions and entertainment organizations. Clients include CBS, The Grammy Awards, Dolby Labs, Berklee College of Music, Alfred Music, Hal Leonard and Schirmer.

- My career guide, Assistant Engineer Handbook (Schirmer), has been required coursework at Berklee.

Editor, *Mix*

Penton Media, Emeryville, CA 1995-2009

In my 14-year tenure, I advanced from Editorial Assistant to Editor In Chief. Provided strategic leadership for the world's foremost music-production publication, distributed in 94 countries. Set editorial direction of magazine, website, special publications and related projects; produced and hosted events including panels, seminars, audio podcasts, webinars and video interviews.

- Developed programming and hosted panels and video interviews for *Mix Nashville* music conference, which drew 1,200 attendees and 18 sponsors.
- Created Game Audio and Internet Audio titles, expanding *Mix's* reach into new vertical markets.

MUSIC INDUSTRY EXPERIENCE

Governor, Education Chair, Recording Academy

San Francisco, CA June 2010-present

Celebrating music through the GRAMMY Awards, the Recording Academy honors achievements in the recording arts and supports the music community through education and advocacy. Elected governors chart the course of regional chapters through membership outreach and events.

- Created annual Grammy Pro: Music Business Night School career-development course series.
 - Hosted an evening of conversation at The Fillmore with acclaimed artists The National, for the 2014 Grammy Songwriter/Composer Series.

Associate Director, Women's Audio Mission

San Francisco, CA September 2009-August 2010

Guided the growth of the educational programs for women and girls at WAM, a nonprofit dedicated to advancing women in the music recording industry. I focused on industry outreach, philanthropic partnerships, marketing and PR campaigns, fundraising and event planning.

Professional Musician

1990-present

Flautist and pianist in various classical and pop groups.

EDUCATION AND AWARDS

UMASS LOWELL, Lowell, MA

Bachelor of Music, Music Business
Bachelor of Music, Sound Recording Technology

Henry Cabot Lowell Fine Arts/Music Young Alumni Award, 2001

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