

Sara E. Lewis

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Current

2000-2002 and 2004-Present – Sara Lewis Marketing Communications, Williamsburg, Virginia

- Provides an array of marketing consulting, media relations, and editorial management services
- Contributes articles as a freelance writer to newspapers, magazines, and journals
- Author of 5 books
- Key Clients, current and past:
 - New Quarter Park, York County – Program planning, marketing, and presentation
 - *Next Door Neighbors* magazine, Williamsburg – Feature articles
 - BikeWalk Virginia, Richmond – Marketing communications, membership, project management
 - Peninsula Alliance for Economic Development – Media relations, newsletters, surveys
 - Christopher Newport University – Adjunct professor, School of Business

Career History

2001-2004 – Director of Communications, National Center for State Courts, Williamsburg, Virginia

- Supervised staff and collaborated with colleagues on marketing communications messages and materials
- Contributed to writing, editorial management, and production of outreach presentations and publications

1998-2000 – Marketing Manager, VIPAR Heavy Duty, Williamsburg, Virginia

- Produced electronic and print marketing communications materials, media releases, and tradeshow
- Developed and managed wholesale supplier relationships for buying group

1984-1998 – Product Manager, Colonial Williamsburg Foundation, Williamsburg, Virginia

- Facilitated product development for WILLIAMSBURG Reproductions Program; managed supplier relationships
- Analyzed sales, provided marketing support, managed tradeshow, conducted media relations

1979-1982 – Curator, Old Capitol Museum, Jackson, Mississippi

- Managed museum outreach; communicated facts and ideas in exhibits and publications
- Oversaw artifact storage; researched artifacts and contextual topics

Education

- M.B.A., Business Administration, The College of William & Mary
- M.A., Art History, Virginia Commonwealth University
- B.A., History and Fine Arts, The College of William & Mary

Volunteer

- Volunteer, VoiCeS (Volunteer Chesapeake Steward), Chesapeake Bay Foundation
- Member & Volunteer, Historic Rivers Chapter, Virginia Master Naturalists
- Past Member, Board of Directors, Williamsburg Farmers Market (2009)
- Past Member, Board of Directors, Williamsburg Bird Club (2007-2008)
- Past Member, Board of Directors, Colonial Virginia Chapter, American Red Cross (2005-2009)

Biography

After more than 20 years in marketing and business communications management positions, I currently pursue diverse interests as a freelance consultant. I enjoy marketing communications management, history and genealogy research, feature story writing, environmental advocacy, and outdoor activities such as gardening, bird watching, hiking, bicycling, and kayaking.

Since 1976 I have published many history, nature, recreation, health, and lifestyle articles in national, regional, and local newspapers, magazines, journals, and Web sites. In 2003, I published a novel, *Waterfront Property*, followed by a novella in 2004, *Up a Creek*. My most recent publications for the Arcadia Publishing Images of America series include *Gloucester County* (2006), *Mathews County* (2007) and *James City County* (2009).