

Sarah Bartnicka

Communications + Strategy

sarahbartnicka@gmail.com

Writer and editor with several years of experience, currently looking after Canada's most-read daily business newsletter. Has worked with agencies, public companies, and startups to shape strategic narratives, increasing their overall visibility, and promote key initiatives among target audiences.

PAST CLIENTS

AI / Radical Ventures

Accounting / Grow CPA

Agency / Ext. Digital

Banking / Mercury

Business / The Hustle

Legal / Stikeman Elliott

Lifestyle / Riven

Startup / Caffeinate

EDUCATION

Dalla Lana Fellowship in Journalism

University of Toronto | 2024

Bachelor of Arts, Minor in Business

University of Ottawa | 2017

EXPERIENCE

Head of Content

The Peak | January 2022 - Present

- Promoted from an editor role, looks after all editorial content at The Peak, including three newsletters reaching 160K subscribers.
- Manages and coaches a team of writers and contributors, including creating editorial plans, processes, and style guides.
- Sets the style and tone across all products, launches new newsletter products, and shapes The Peak's newsletter strategy
- Co-hosts Free Lunch by The Peak, a top-ranked Canadian economics podcast, and moderates and speaks at industry events.

Copywriter

Freelance | September 2018 - Present

- Develops and edits strategic copy across websites, emails, ads, videos, speeches, courses, communications, editorials, and more.
- Creates content strategies that drive product launches, re-brands, and fresh content, and support founders, leaders, and their teams.

Account Manager

Edelman | February 2021 - January 2022

- Managed client relationships on corporate and financial accounts, oversaw the delivery of work, and offered strategic counselling.
- Created and implemented content programs for BlackRock, TD Bank, the BDC, Sanofi Canada, Walmart Canada, and many more.

Marketing Writer

Stikeman Elliott | September 2019 - February 2021

- Worked closely with executives to refine and further develop the firm's positioning and messaging across every external touchpoint.
- Developed content that promoted thought leadership and legal expertise within one of the country's top corporate law firms.

Junior Communications Specialist

BMO Capital Markets | August 2017 - September 2018

- Supported media relations, communications, and content efforts across investment banking, equity research and trading groups.
- Elevated BMO's reputation and presence through securing and shaping media appearances for executives across business lines.