

# Sarah Bartnicka

Head of Content  
at The Peak



## EDUCATION

### Dalla Lana Fellowship in Journalism

University of Toronto | 2024

### Bachelor of Arts, Minor in Business

University of Ottawa | 2017

## TEACHING

### Editorial Writing

Miami Ad School | 2023, 2024

## HOSTING

### Free Lunch

The Peak | 2022-2023

### Celebrate Ottawa

Rogers TV | 2016-2017

## SELECT CLIENTS

AI / Radical Ventures

Banking / Mercury

Finance / Ext. Digital

Insurance / Padder

Lifestyle / Riven

Media / The Hustle

Technology / Caffeinate

## Head of Content

The Peak | January 2023 - Present

- Sets the editorial vision and guides content strategy to drive audience growth, engagement, and retention (using KPIs).
- Launched and scaled two new newsletter products, bringing our combined weekly reach to more than 200,000 subscribers.
- My day-to-day work now involves assigning and editing 24 stories every week (plus features) and writing a lot myself.
- I now collaborate with teams across Zoomer Media to improve editorial content across Daily Hive, BlogTO, and Curiosity.

## Editor

The Peak | January 2022 - January 2023

- Overhauled the daily newsletter to improve usefulness, quality, and packaging, and built our editorial workflows from scratch.
- In the first year, the daily newsletter grew to 100K subscribers thanks to our low churn (<0.5%) and high open rates (>50%).
- Once promoted from an editor role in 2023, I started growing, training, and managing what is now a six-person editorial team.
- Built a culture of excellence that cultivates talent and drives creativity while prioritizing speed, rigour, and high standards.

## Writer & Strategist

Freelance | September 2018 - Present

- I have contributed articles to The Hustle, Canadian Affairs, The Narwhal, Healthy Debate, and Mercury Bank's content arm.
- I sometimes work with founders and agencies to create and implement content strategies that support business goals.
- A recent project involved launching a rebranded newsletter for Radical Ventures, an AI VC fund and leading voice in its space.
- I also recently supported the launch of an insurance start-up by bringing the brand voice to life through its website and app.

## Account Manager

Edelman | February 2021 - December 2021

- Developed strong relationships with clients and managed deliverables from as many as 15 people on any given account.
- Achievements included celebrated thought leadership work with BlackRock and a product naming strategy with TD.
- I got this job after demonstrably elevating the media presence of BMO, a bank, through executive and analyst appearances.
- **Clients:** BlackRock, TD Bank, the Business Development Bank of Canada (BDC), Sanofi, Walmart, ONE Properties, and more.

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