



# SARAH “CHARLEY” CAMERON



## Company Role

Technical Editor

## Project Role / Focus Areas

- Technical editing
- Graphic design
- Web design and development
- Copy editing
- Digital and print publishing
- Photography

## Education

- B.FA. Candidate – School of the Art Institute of Chicago – 2007
- B.Sc. – University of New Orleans, 2021.
- M.Sc. Candidate – University of New Orleans – Current.

## Experience Profile

Sarah “Charley” Cameron, technical editor, brings more than a decade of editing and media experience to the Institute. Cameron studied fine arts at the School of the Art Institute of Chicago, received a Bachelor of Science degree with a concentration in Geosciences from the University of New Orleans and is currently pursuing a master’s degree in coastal geology. Cameron previously worked as news editor at Inhabitat, as media coordinator for Common Ground Relief, and as a freelance writer, designer, and videographer.

## Professional Experience

The Water Institute of the Gulf

- *Technical Editor* 2020-Present  
Cameron works closely with all Water Institute project teams as technical editor, and in addition provides graphic design, layout, and web design capacity. Projects supported include the Water Institute’s work with the Louisiana Watershed Initiative, the Louisiana Coastal Master Plan, USACE SWG Strategic Plan, and LA-TIG Monitoring and Adaptive Management Plan.

Freelance Digital and Print Media Services

- *Web design, blogging, copy editing, videography* 2005-2020  
Services included: Online journalism, blogging, copy editing; front-end web design, development and maintenance services; videography and broadcast journalism. Past clients include: BBC TV, Democracy Now, FLAUNT Magazine, ArtVoices Magazine, Pelican Bomb, The Building Block, Bayou Rebirth, Orleans Audubon Society, Make it Right Foundation, Lee Celano Photography, Angela Eve Photography.

Inhabitat,

- *News Editor/Contributing Editor* 2012-2015  
Sourced, assigned, edited, formatted, published, and promoted articles relating to sustainability and resilience with a focus on architecture, landscape architecture, urban planning, and design for *Inhabitat*, which had an average of 16m pageviews/month. Engaged closely with Worked remotely with a staff of 8-15 writers to publish timely news articles. Authored 600+ articles, edited 2000+ articles. Edited images and created graphics for individual articles. Collaborated on implementation of a social media strategy that increased online following from 114,000 to 1m+ in two years.

Common Ground Relief,

- *Media Coordinator* 2007-2013  
Served as media coordinator for Common Ground Relief as the organization transitioned from volunteer-run post-Katrina disaster relief to established non-profit with a focus on community support, construction, and environmental restoration. Generated copy and design for all outreach and fundraising materials; maintained, and later redesigned and rebuilt the organizations website; created new copy, design assets and photography for the site. Reviewed and edited grant proposals Assisted in volunteer coordination across all projects, including wetlands restoration.