

SARAH BELZER

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positioning/ideation/direction

PROFESSIONAL EXPERIENCE

WORK HISTORY

2018–2024

JUMP ADVERTISING, CT

Creative Director

2006–2007

CIGNA (OMD WORLDWIDE), CT

Sr. Copywriter

2005–2006

NEW YORK TIMES (T BRAND STUDIO), NY

Sr. Copywriter

2004–2005

OGILVY HEALTH, NY

Sr. Copywriter

2001–2003

GE CAPITAL, CT

Sr. Marketing Writer

1998-2001

DICKISON SHIELDS & PARTNERS, CT

Sr. Copywriter

1996-1998

SHMOOZ MAGAZINE, CT

Managing Editor

1994-1995

COLUMBIA TRISTAR PICTURES

Scriptwriter

CONTRACT

Advertising: Allergan, BBDO, CDMi, Colangelo, Digitas, FCB Health, Grey, GSW, Moxie, Publicis, Saatchi Health, Wunderman Health

Entertainment: CastleRock Ent., Southern Skies

Journalism: print/online publications

Speechwriting: industry leaders, dignitaries

SCRIPTWRITING

Advertising: TV / Radio / Video

AMC, Children's Services NY, Del Monte (Fruit Chillers), First County Bank, Heineken (Mini Keg), Martha Stewart (Everyday Paint), PG&E (Solar Schools), Ethan Allen, LaGrange Daily News, L'Oreal (Garnier Fructis, Herbashine, Moisture Rescue), Lyrica (Fibromyalgia), Maritime Aquarium (Ancient Egypt, Dinosaurs & Sea Creatures), Mars Chocolate, New Provident Bank, Panasonic (wifi), SeaCare USA, Vaseline (Moisture Rescue)

Television

The News (Columbia TriStar)

In Search Of, Candid Killer, Confession Line, Bag Boy

Seinfeld (Castle Rock Entertainment)

The Lottery Ticket, The Television

Southern Skies Productions (Ed Markely, Producer)

Cupid, Ed, Manifest (Development)

EXPERTISE

COPYWRITING

Advertising: print, broadcast, interactive, OOH, POS

Brand Positioning: brand assessment, brand story

Campaign Ideation: all screens media

Corporate: white papers, PR, speeches

Marketing: collateral, direct, email, social, websites

Nomenclature: taglines, slogans, naming

WRITING + EDITING

Entertainment: scripts for television + film

Journalism: feature stories (print + online)

Publishing: writing, ghostwriting, editing

ABOUT

I write for most industries, across all communication channels. I have a facility for research and analysis—transforming complex information into engaging copy. I specialize in campaign ideation and brand positioning—generating the affinity, trust, and allegiance critical to their success.

EDUCATION

UCLA, LOS ANGELES, CA—1994

BA, Psychology/English Literature

BEAUTY + FASHION + LUXURY

Calvin Klein, Ethan Allen Fruit of the Loom, Garnier, Kiwi Shoe Polish, L'Oréal, Maybelline, Martha Stewart, Neutrogena, Rosetti, Russell Athleticwear, Saab, Seiko, Under Armour, Vaseline

CONFECTIONERY + PACKAGED GOODS

Cadbury France (LaVie Bonbons, Vichy Mints), Cam-bells Soup Co (V8, Pepperdige Farm), Country Crock (Unilever), Fruit Chillers (Del Monte), Heineken, Mars Chocolate, Panda Licorice

EDUCATION

Baruch College, Harvard, LinkedIn, Thomas Col-lege, University of Bridgeport, Zicklin School of Business

ENTERTAINMENT

AAA, Affinia Hotels, AMC Channel, Castle Rock Entertainment, Columbia TriStar, Beijing Olympics, Expedia, Food Network, Hallmark Channel, HBO, Maccabi Games, Maritime Aquarium, NASCAR, Odyssey Channel, Southern Skies Productions

FINANCIAL

American Express, Axonic International, Bank of Westport, Banco Popular, Citibank, Fiduciary Plan Advisors, First County Bank, GE Capital, Greenwich Associates, MasterCard, New Provi-dent Bank, Reuters

HEALTHCARE

ADA, American Lung Association, BioBDx, Blue Cross/Blue Shield, Cigna, Dandy Dental, Evexia (Diagnostics/Nutraceuticals), Greenwich Psychol-ogy & Wellness, Health Institute of NC, Health-Quest, HIP, LifeCare, Life Extension, SeaCare, St. Vincent's Medical Center, TLV Biological Dentistry, UV Defense, WebMD

PUBLISHING + JOURNALISM

Accent LA, Civitas, Globe Pequot Press, Greenwich Time, Howard Fast, Jewish Ledger, Journal Register, LaGrange Daily News, New York Times, Shmooz Magazine, Times Leader, Ziff Davis

TECH + CONSUMER ELECTRONICS

Amazon, B&H Photo, deFacto Global, DYMO eIQ Networks, Harmon/JBL, IBM Watson, IDT Kodak, Lutron, Panasonic, Sieble Systems, Veridi-fy, VividCloud

PHARMACEUTICAL (HCP/DTC)

ADA, Allergan Astra Zeneca, Bausch & Lomb, Boehringer Ingelheim, Cephalon, GSK Biologicals, Janssen Carepath, Johnson & Johnson, Merck, Novo Nordisk, Organon, Pfizer, PharmaEssentia, Teva Pharmaceuticals, Upjohn, Viartis, Wyeth

NON PROFIT

Administration for Children's Services NY, Air Lifeline, Heritage Land Preservation Trust, MaryCare, NBC Cancer Charity, PG&E Solar Schools, United Way, We Are the Children