

SARAH BELZER/COPY

Brand Positioning + Campaign Ideation + Creative Direction

ideas@sarahbelzer.com

(203) 291-9651

sarahbelzer.com

PROFESSIONAL EXPERIENCE

FULL TIME

2020–2024

COWBOYS & BULLDOGS, CT

VP, Creative Director

2014–2020

JUMP ADVERTISING, CT

Creative Director/Copy

2007–2009

OMD WORLDWIDE (CIGNA), CT

ACD/Copy

2005–2007

NEW YORK TIMES (T BRAND STUDIO), NY

Lead (Sole) Copywriter

2004–2005

OGILVY HEALTH, NY

Sr. Copywriter

2000–2003

GE CAPITAL, CT

Sr. Marketing & Communications Writer

1998-2000

DICKISON, SHIELDS & PARTNERS

Sr. Copywriter

1996-1998

SHMOOZ MAGAZINE, CT

Managing Editor

CONTRACT

2009–2014

ADVERTISING

BBDO, CDMi, Colangelo, FCB Health, GSW, Moxie, Saatchi Health, Wunderman

1994–1996

TV + FILM

Columbia TriStar, CastleRock Entertainment, Southern Skies Productions

1990–1994

JOURNALISM + SPEECHWRITING

Print, Online Publications; Industry leaders, Dignitaries

SKILLS

COPYWRITING

Advertising: Print, Broadcast, Interactive, OOH, POS

Brand Positioning: Brand Assessment/Story

Campaign Ideation: All Screens Media

Marketing: Collateral, Direct, Email, Social, Websites

Nomenclature: Taglines, Slogans, Naming

WRITING + EDITING

Corporate: White Papers, PR, Speeches

Entertainment: TV, Film, Video, Interactive

Journalism: Features, Op-Ed

Publishing: Writing, Ghostwriting, Editing

EXPERTISE

Brand Voice: Oversee adherence to brand voice and style guidelines, ensuring consistency across all channels.

Copywriting: Exceptional writing skills; ability to craft engaging copy that drives affinity, trust and allegiance.

Development: Lead copy strategy, aligning it with the overall client, marketing and brand goals.

Ideation: Strong creative thinking to develop innovative ideas that align with brand and advertising objectives.

Leadership: Guidance, direction and mentorship to creative teams; ensuring high-quality, on-brand solutions.

Management: Acquire expertise in each brand, manage clients and projects through production; pitch and present.

Teamwork: Collaborate with cross-functional teams to develop integrated campaigns with cohesive messaging.

EDUCATION

UCLA, LOS ANGELES, CA—1994

BA, English Literature (Major); Psychology (Minor)

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BRAND SNAPSHOT

BEAUTY + FASHION + LUXURY

Calvin Klein, Ethan Allen, Fruit of the Loom, Garnier, Iron Man, 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), Cambells Soup Co (V8, Pepperdige Farm), Country Crock (Unilever), Daves Pet Food, Fruit Chillers (Del Monte), Heineken, Mars Chocolate, Panda Licorice

EDUCATION

Admissions Table, Baruch College, Harvard, Laureate International Universities LinkedIn, Thomas College, University of Bridgeport, Zicklin School of Business

ENTERTAINMENT

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

FINANCIAL

American Express, Axonic International, Bank of Westport, Banco Popular, Citibank, Coporate Advisory Co., Finab International Asset Protection, Fiduciary Plan Advisors, First County Bank, GE Capital, Greenwich Associates, MasterCard, New Provident Bank, One Source Business Capital, Tomkins Financial

HEALTHCARE

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

NONPROFIT

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

PHARMACEUTICAL (HCP/DTC)

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

PUBLISHING + JOURNALISM

Accent LA, American Rant, Civitas, Fairplay Publishing, Globe Pequot Press, Greenwich Time, Howard Fast, Jewish Ledger, Journal Register, LaGrange Daily News, New York Times, Popcorn Press, Shmooz Magazine, Times Leader, Writer's Festival/Au, Ziff Davis

TECH + CONSUMER ELECTRONICS

Amazon, Avaya, B&H Photo, deFacto Global, DYMO elQ Networks, Harmon/JBL, Henson Group, IBM Watson, IDT, Kodak, Lutron, Panasonic, MobileVue, Sieble Systems, Thomson, Reuters, Veridify, VividCloud