

# SARAH BELZER

Creative Director / Copy

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## PROFESSIONAL EXPERIENCE

### FULL-TIME

2024—2026

**COWBOYS & BULLDOGS** | Creative Director/Copy

Position and promote healthcare, pharmaceutical, medical device, and biotech brands; lead integrated creative across print, interactive, broadcast, PR, and event channels; translate complex clinical data into compelling, compliant narratives for B2B and HCP audiences

2014—2024

**JUMP ADVERTISING** | Creative Director/Copy

Directed creative strategy, execution, and client engagement across consumer, B2B, and institutional sectors; managed cross-functional creative teams to drive multi-channel campaign success; pitched and won new business to expand agency revenue.

2007—2009

**CIGNA (OMD WORLDWIDE)** | ACD/Copy

Crafted strategic copy for Cigna's internal brand partners, Medicare, employer solutions, and wellness initiatives; brought a human voice and strategic clarity to healthcare messaging for complex B2B and B2C audiences; navigated regulated compliance frameworks.

2005—2007

**NEW YORK TIMES (T BRAND STUDIO)** | ACD/Copy

Developed high-profile campaigns for the Times' internal brands and external partnership initiatives; executed co-branded advertising campaigns for marquee accounts, including: Apple, LinkedIn, NASCAR, Saab, Olympics.

2004—2005

**OGILVY HEALTH** | Sr. Copywriter

Wrote for leading pharmaceutical and healthcare brands across multiple therapeutic areas. Translated complex science into accurate, intuitively resonant messaging. Navigated strict regulatory frameworks to deliver high-impact creative

2000—2003

**GE CAPITAL** | Sr. Marketing + Communications Writer

Repositioned digital platforms for GE's Small Business Solutions arm. Collaborated closely with design and UX teams. Translated complex corporate financial messaging into consumer-friendly language.

1998—2000

**DICKISON, SHIELDS & PARTNERS** | Sr. Copywriter

Developed high-converting print, broadcast, and interactive copy. Drove creative execution across high-profile consumer and education accounts.

1996—1998

**SHMOOZ MAGAZINE** | Managing Editor

Directed both editorial and marketing departments. Recruited top writing talent and curated all publication content. Wrote comprehensive copy for marketing, PR, live events, and advertising initiatives.

### CONTRACT

**COPYWRITING** | CD/ACD

**Agencies:** Allergan, BBDO, CDMi, FCB Health, GSW, Publicis, Saatchi & Saatchi Health, Wunderman

**Expertise:** Brand Positioning, Campaign Strategy, Ideation, Messaging, Regulatory Compliance, Team Mentoring

**SCRIPTWRITING** | BROADCAST: RADIO + TV

AMC, Children's Services NY, Del Monte, First County Bank, Heineken, Martha Stewart, PG&E, Ethan Allen, LaGrange Daily News, L'Oreal, Lyrica, The Maritime Aquarium (Norwalk), Mars Chocolate, New Provident Bank, Panasonic, Vaseline

**SCREENWRITING** | TV + FILM

- > The Newz (Celebrity Entertainment Inc.)
- > Seinfeld (Castle Rock Entertainment)
- > Cupid, Manifest, Spy Kids (Southern Skies Prod.)
- > Ed (Worldwide Pants Inc.)

### EDUCATION

UCLA | LOS ANGELES, CA | 1990

BA | Psychology + English Literature

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## PROFESSIONAL PROFILE

### CREATIVE EXPERTISE

**BRAND POSITIONING.** Author foundational stories that differentiate brands and drive consumer behavior across tech, finance, healthcare, pharma, and education.

**CREATIVE DIRECTION.** Lead multichannel campaigns from concept through execution. Pitch to clients, manage accounts, and mentor cross-functional creative teams.

**CAMPAIGN IDEATION.** Conceptualize compelling visual and narrative campaigns aligned with brand objectives.

**VERSATILITY.** Adapt brand voice across consumer and B2B categories while maintaining strategic clarity and consistency.

**STAKEHOLDER MANAGEMENT.** Navigate C-suite relationships and complex approval processes in highly regulated industries using data-driven strategic rigor.

### PHARMACEUTICAL SPECIALIZATIONS

HCP & DTC Copywriting • Scientific & Clinical Messaging • Clinical Data Interpretation • MOA Messaging • MLR Review & Regulatory Compliance • Product Launches & Indication Expansions • Pharmaceutical Campaign Development • Patient & Caregiver Communications

### THERAPEUTIC AREAS

Cardiology • Dermatology • Endocrinology • Gastroenterology • Hematology • Immunology • Infectious Diseases • Neurology • Oncology • Ophthalmology • Psychiatry • Pulmonology • Rare Diseases • Reproductive Health • Women's Health

### NOTABLE BRANDS

#### Consumer

AAA, Affinia Hotels, AMC Channel, Beijing Olympics, B&H, Cadbury France, Calvin Klein, Campbell Soup Co., Civitas, Country Crock, Del Monte, DYMO, Ethan Allen, Expedia, Food Network, Fruit of the Loom, Garnier, Hallmark Channel, Heineken, Journal Register, Kiwi Shoe Polish, LaGrange Daily News, LaVie Bonbons, LinkedIn, L'Oreal, Maccabi Games, Maritime Aquarium, Mars Chocolate, Martha Stewart, Maybelline, NASCAR, New York Times, Odyssey Channel, Panda Licorice, Pepperidge Farm, Pequot Press, Reuters, Saab, Times Leader, Under Armour, Vichy Mints,

#### Education

Baruch College, Harvard, University of Bridgeport, Thomas College, Zicklin School of Business

#### Financial

American Express, Banco Popular, Citibank, Fiduciary Plan Advisors, First County Bank, GE Capital, Greenwich Associates, Mastercard, New Provident Bank

#### Pharmaceutical + Healthcare

Allergan Aesthetics, ADA, Administration for Children's Services NY, Alnylam Pharmaceuticals, American Lung Association, AstraZeneca, Bausch + Lomb, Blue Cross Blue Shield, Boehringer Ingelheim, Cephalon, Cigna, Dandy Dental, Evexia Diagnostics/Nutraceuticals, Feromics, GSK, HealthQuest Global, HIP, Janssen Carepath, Life Extension, LifeCare, Lyrica, MaryCare, Merck & Co., NBC Cancer Charity, North Carolina Health Institute, Novo Nordisk, Organon, Pfizer, PharmaEssentia, Senior Living Development, St. Vincent's Medical Center, TLV Biological Dentistry, United Way, Vaseline, WebMD, Wyeth.

#### Technology

Amazon, Avaya, deFacto Global, Harmon JBL, IBM Watson, IDT, Lutron, Panasonic, PG&E Solar Schools, Seiko, Siebel Systems, Veridify, VividCloud