

SARAH BELZER

CREATIVE DIRECTOR / COPY

PROFESSIONAL EXPERIENCE

FULL-TIME

2014—PRESENT

JUMP ADVERTISING, CT/NC

Creative Director/Copy

Positioned and repositioned brands across consumer, B2B, and institutional sectors; leading all positioning strategy, creative direction, and client engagements throughout print, interactive, and broadcast channels.

2007—2009

CIGNA | OMD WORLDWIDE, CT

ACD/Copy

Wrote marketing and advertising copy for Medicare, employer solutions, and wellness initiatives; bringing strategic clarity and a human voice to highly regulated healthcare messaging for B2B and B2C audiences.

2005—2007

NEW YORK TIMES | T BRAND STUDIO, NYC

Lead Copywriter

As the sole copywriter for the Times's internal agency, I wrote the copy for their internal brands and external partnerships during media's digital shift, including print ads, marketing collateral, subscription marketing, executive speeches, and corporate communications.

2004—2005

OGILVY HEALTH, NYC

Sr. Copywriter

Wrote for leading pharmaceutical and healthcare brands across therapeutic areas; translating complex science into medically accurate, emotionally resonant messaging within strict regulatory framework.

2000—2003

GE CAPITAL, CT

Sr. Writer | Marketing + Communications

Repositioned and rewrote all websites for GE's Small Business Solutions arm; collaborating with design and UX teams; translating corporate-speak to consumer-friendly language.

1998—2000

DICKISON, SHIELDS & PARTNERS, CT

Sr. Copywriter

Became agency's sole copywriter, handling all print, broadcast and interactive initiatives across consumer, retail, and institutional accounts.

1996—1998

SHMOOZ MAGAZINE, CA/CT

Editor

Ran editorial and marketing departments; recruited writers, curated content, and wrote copy for marketing, event, and advertising initiatives.

FREELANCE

2009—2014

ADVERTISING | ACD/COPY

BBDO, CDMi, FCB Health, Saatchi & Saatchi Health, Wunderman

Led high-stakes creative work—brand positioning, campaign ideation, and strategic messaging; navigating complex regulatory environments.

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CONTRACT

1994—1996

TV + FILM | SCRIPTWRITING

Columbia TriStar, CastleRock Entertainment, Southern Skies Productions

Wrote and edited treatments and scripts for TV and film properties.

1990—1994

JOURNALISM | PUBLISHING

Wrote and edited content across formats: books, editorials, essays, features, interviews, op-eds, and reviews.

EDUCATION

UCLA | Los Angeles CA | 1990

BA | Psychology

EXPERTISE

Creative Direction + Mentorship

Strategic Brand Positioning

Campaign Ideation

Stakeholder Navigation

Client Management

Presentations + Public Speaking