

# SARAH BELZER

CREATIVE DIRECTOR / COPY

ideas@sarahbelzer.com | (203) 291-9651 | sarahbelzer.com

## 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 Time'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.

### 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