

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 copy for internal Times brands and external partnership initiatives; executed co-branded advertising campaigns for marquee accounts including Apple, LinkedIn, NASCAR, Saab, and the Olympics; blended journalistic rigor with brand strategy. Apple, 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

Industries: Consumer, Education, Financial Services, Healthcare, Pharma, Tech

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

EXPERTISE

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

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

CAMPAIGN IDEATION. Conceptualize high-converting visual and narrative directions aligned with core brand objectives.

VERSITILITY. Seamlessly adapt brand voice across diverse consumer and B2B categories without sacrificing strategic clarity.

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

INDUSTRIES

Automotive, Beauty, Business Services, Confectionary, Consumer Electronics, CPG, Engineering, Education, Entertainment, Fashion, Financial Services, Healthcare, Home, Industrial, Insurance, Legal, Luxury, Media & Publishing, Non-Profit, Pharmaceutical, Retail, Senior Living, Sports, Technology, Telecommunications, Travel & Hospitality

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, Thomas College, Times Leader, UnderArmour

Education

Baruch College, Harvard, University of Bridgeport, Vichy Mints, Zicklin School of Business

Financial

Banco Popular, Bank of Westport, Citibank, Fiduciary Plan Advisors, First County Bank, GE Capital, Greenwich Associates, Mastercard, New Provident Bank, One Source Business Capital.

Pharmaceutical + Healthcare

AbbVie / 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, American Express, Avaya, deFacto Global, Harmon JBL, IBM Watson, IDT, Lutron, Panasonic, PG&E Solar Schools, Seiko, Siebel Systems, Veridify