

SARAH BELZER

CREATIVE DIRECTOR

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

PROFESSIONAL EXPERIENCE

FULL-TIME

2024—PRESENT

FREELANCE

2014—2024

JUMP ADVERTISING, CT

Creative Director/Copy

2007—2009

CIGNA | OMD WORLDWIDE, CT

ACD/Copy

2005—2007

NEW YORK TIMES | T BRAND STUDIO, NYC

Lead Copywriter | Internal Brands/External Partnerships

2004—2005

OGILVY HEALTH, NYC

Sr. Copywriter

2000—2003

GE CAPITAL, CT

Sr. Writer | Marketing + Communications

1998—2000

DICKISON, SHIELDS & PARTNERS, CT

Sr. Copywriter

1996—1998

SHMOOZ MAGAZINE, CA

Editor

CONTRACT

2009—2014

ADVERTISING | ACD/COPY

Commercials, Radio, Video

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

1994—1996

TV + FILM | SCRIPTWRITING

Columbia TriStar, CastleRock Entertainment, Southern Skies Productions

Conceived, wrote, and edited treatments and scripts for various TV and film properties.

1990—1994

JOURNALISM | PUBLISHING

Writing, Editing, Ghostwriting

Books, Editorials, Essays, Features, Interviews, Op-eds, Profiles, Reviews

EXPERTISE

Brand Positioning + Strategic Storytelling: Define and articulate distinctive copy, with proven success repositioning global brands and establishing compelling strategic platforms across pharma, luxury, and consumer sectors.

Conceptual Innovation + Creative Leadership: Drive breakthrough ideas from initial concept to final execution, leading cross-functional teams to deliver creative that yields measurable results.

Versatile Voice + Style Mastery: Command multiple writing styles—adapting voice seamlessly across audiences, media, and categories while maintaining brand integrity.

Integrated Campaign Architecture: Orchestrate 360-degree campaigns that work cohesively across traditional, digital, and experiential touchpoints, ensuring conceptual consistency.

Client Partnership + Stakeholder Navigation: Build trust with C-suite executives and cross-functional partners, translating business objectives into creative solutions while managing complex approval processes in highly regulated environments.

EDUCATION

UCLA | Los Angeles CA | 1994

BA | English Literature/Psychology