

# SARAH BELZER

CREATIVE DIRECTOR + BRAND STRATEGIST

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## PROFESSIONAL EXPERIENCE

### FULL-TIME

2014—PRESENT

#### JUMP ADVERTISING, CT/NC

##### Creative Director/Copy

- Specialized in strategic brand positioning across consumer, B2B, and institutional sectors; led all positioning strategy, creative direction, and client engagements.
- Delivered integrated campaigns with measurable results, including improved perception and engagement metrics.

2007—2009

#### CIGNA | OMD WORLDWIDE, CT

##### ACD/Copy

- Led creative development for Cigna's in-house agency across Medicare, employer solutions, and wellness initiatives.
- Brought strategic clarity and human voice to highly regulated healthcare messaging for B2B/B2C audiences, balancing compliance with emotional resonance.

2005—2007

#### NEW YORK TIMES | T BRAND STUDIO, NYC

##### Lead Copywriter

##### Internal Brands/External Partnerships

- Wrote brand campaigns and partnerships during media's digital shift, including subscription marketing and executive communications.
- Maintained The Times' editorial authority while evolving its voice for digital platforms, driving successful transitions.

2004—2005

#### OGILVY HEALTH, NYC

##### Sr. Copywriter

- Wrote for leading pharmaceutical and healthcare brands across therapeutic areas.
- Translated complex science into medically accurate, emotionally resonant messaging within strict regulatory frameworks, contributing to campaign successes.

2000—2003

#### GE CAPITAL, CT

##### Sr. Writer | Marketing + Communications

- Repositioned and rewrote six Small Business Solutions websites, collaborating with design/UX teams.
- Shifted from corporate-speak to accessible language, enhancing user experience and business perception.

1998—2000

#### DICKISON, SHIELDS & PARTNERS, CT

##### Sr. Copywriter

- Wrote radio spots for Maritime Aquarium and became agency's sole copywriter, handling all clients.
- Delivered multi-channel copy that drove results across consumer, retail, and institutional accounts.

1996—1998

#### SHMOOZ MAGAZINE, CA/CT

##### Editor

- Ran editorial and marketing; recruited writers, curated content, and executed PR/ad campaigns to drive circulation.
- Balanced creative integrity with business growth.

### FREELANCE

2009—2014

#### ADVERTISING | ACD/COPY

##### Commercials, Radio, Video

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

- Led high-stakes creative work—brand positioning, campaign ideation, and strategic messaging.
- Navigated complex regulatory environments to deliver conceptually strong, execution-ready work.

### CONTRACT

1994—1996

#### TV + FILM | SCRIPTWRITING

Columbia TriStar, CastleRock Entertainment, Southern Skies Productions

- Conceived, wrote, and edited treatments/scripts for TV and film properties, including Seinfeld episodes.

1990—1994

#### JOURNALISM | PUBLISHING

##### Writing, Editing, Ghostwriting

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

### EDUCATION

UCLA | Los Angeles CA | 1990

BA | Psychology + English Literature

## PROFILE

### EXPERTISE

**Strategic Brand Positioning:** Build foundational stories that clarify differentiation and drive consistent perception across touchpoints. Proven in repositioning global brands in consumer, healthcare, pharma, financial services, and tech sectors.

**Creative Direction + Leadership:** Lead integrated campaigns from concept to execution across traditional, digital, and experiential channels. Direct cross-functional teams for measurably effective work.

**Voice + Versatility:** Write across every medium and category—from regulated pharmaceutical messaging to consumer campaigns to executive communications—adapting voice while maintaining brand integrity and strategic clarity.

**Stakeholder Navigation:** Translate business objectives into creative solutions while managing C-suite relationships and approval processes in highly regulated environments. Build trust through strategic rigor and clear thinking.

**Campaign Architecture:** Design 360-degree campaigns ensuring conceptual consistency from positioning to final execution.

### 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, Packaged Goods, Politics, Pharmaceutical, Public Sector/Government, Retail, Senior Living, Sports, Technology, Telecommunications, Travel & Hospitality

### CONSUMER BRANDS

AAA, Affinia Hotels, Amazon, AMC Channel, American Express, Avaya, Banco Popular, Bank of Westport, Baruch College, Beijing Olympics, B&H, Cadbury France, Calvin Klein, Campbell Soup Co., Citibank, Civitas, Country Crock, Del Monte Fruit Chillers, DYMO, Ethan Allen, Expedia, Fiduciary Plan Advisors, First County Bank, Food Network, Fruit of the Loom, Garnier, GE Capital, Greenwich Associates, Hallmark Channel, Harmon JBL, Harvard, Heineken, IBM Watson, IDT, Journal Register, Kiwi Shoe Polish, LaGrange Daily News, LaVie Bonbons, LinkedIn, L'Oreal, Lutron, Maccabi Games, Maritime Aquarium, Mars Chocolate, Martha Stewart, Mastercard, Maybelline, NASCAR, New Provident Bank, New York Times, Odyssey Channel, Panasonic, Panda Licorice, Pepperidge Farm, Pequot Press, Reuters, Saab, Seiko, Siebel Systems, Thomas College, Times Leader, Under Armour, University of Bridgeport, Vaseline, Veridify, Vichy Mints, Zicklin School of Business, Ziff Davis

### PHARMA + HEALTHCARE BRANDS

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