

# SARAH BELZER

*copywriting / ideation / brand positioning*

## PUBLIC RELATIONS

**drive awareness + establish brand reputation +  
crisis management + opinion influencer**

copywriting, corporate communications, blogging, corporate/social involvement, events, media outreach, multi-channel campaigns, networking, press releases, PSAs, speeches, pitches, promotions, tradeshow

### AMAZON

*Promotion: Come in from the confusion*

In an effort to boost awareness of their Consumer Electronics online store, I created and promoted their white glove media guide program, resulting in the highest earnings in the category. (telephone outreach + email)

### CAYMAN PREMIER

*Key Note*

I wrote the speech for McKeeva Bush, the Premier of the Cayman Islands, to deliver to the graduating class of one of the island's local universities.

### DEFACTO GLOBAL

*Press Release*

I helped to position the talking points of deFacto Global's performance software that helps companies better plan, budget, forecast, analyze and report; and then wrote a press release to communicate it to the world.

### GE CAPITAL

*Corporate Communications*

Eight of GE Capital's Small Business Solutions companies were in need of an overhaul. I repositioned their foundational copy and communicated this messaging throughout multiple communication channels. (websites + internal communications + newsletter)

### JOHNSON + JOHNSON

*Campaign*

Johnson + Johnson was struggling with their public perception after the bad press they received for their baby (talcum) powder and questionable vaccination efficacy. In an effort to generate better press, I created an outreach campaign targeting Nurse Practitioners and Physician Assistants during their respective 'appreciation' weeks. (print + ooh + interactive)

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## MARYCARE

This non-profit organization enlisted my help to communicate their good works to the community at-large on their website, annual newsletter, networking, and fundraising initiatives.

## NEW YORK TIMES

The New York Times was looking for some good press. I was asked to write a speech for Andy Wright, the vice president of Advertising to deliver to nurses and promote the newspaper's 'Tribute to Nurses' initiative.

## NEW YORK ADMINISTRATION FOR CHILDREN'S SERVICES (ACS)

The New York Department of Social Services was getting a lot of flak for their aggressive tactics. In an effort to break down these deeply ingrained beliefs, I created a campaign designed to redefine this pernicious perception of their tearing families apart to one of helping to keep families together. (print + ooh + interactive)

## PANDA LICORICE

Panda Licorice sales were slipping. I repositioned their brand, and developed an outreach program designed to drive awareness to the brand and its natural goodness. (print + tradeshow collateral)

## PG&E

PG&E was having a hard time recovering from the bad rap they (justifiably) received after their groundwater contamination exposure. In an effort to change the tide, they began efforts to help the environment in healthy ways, including a 'Solar Schools' program promoting renewable energy, for which I wrote the script to their commercial (NBC/ PSA).

## SEACARE USA

SeaCare has a supplement with an FDA orphan drug standing, and cannot yet promote its cancer-busting attributes until it acquires its marketing license. I was brought in to find a way to promote it within the FDA guidelines and at the same time communicate its myriad health benefits. (release + website + PSA + direct + social + interactive + corp. docs)

## SECURE RF / VERIDIFY

Secure RF delivers solutions to reduce operational risk and cyber-attacks via real-time cybersecurity protection, and wanted to promote their deliverables but at the same time avoid competitor ire. With this in mind, I created their positioning and disseminated their brand story across multiple channels. (website + direct + tradeshow posters)

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## THINGIFY

This 3-D printer was struggling to gain a foothold in the industry. I was brought in to generate awareness and brand affinity and created a 360 campaign to do so (corporate communications + press release + tradeshow booth+ premiums)

## TIMES LEADER

After a three-year effort to sell off its properties, the Times Leader came to me to generate subscriptions in order to make the newspaper more attractive to potential buyers. I created a multi-channel campaign that created a massive spike in subscriptions, resulting in its sale within 3 months. (paper redesign, direct, radio).

## UV DEFENSE

This UVC LED (near and far) company was looking for a way to communicate its next-gen technology to potential investors in an effort to raise capital. I created the company's positioning, built their website and wrote the fundraising letters and investor proposals.

## ONLINE PORTFOLIO

<https://www.sarahbelzer.com/pharma-creative-director>