

SARAH BELZER

COPY + IDEATION + DIRECTION

SARAHBELZER.COM / (203) 291-9651 / IDEAS@SARAHBELZER.COM

PROFESSIONAL EXPERIENCE

Producing engaging brand experiences through great copy, smart ideas, and creative direction.

CONSULTANT

2015—PRESENT

SARAH BELZER

Creative Director / Copy

FULL TIME

2005-2015

JUMP ADVERTISING

Creative Director / Copy

2004-2005

THE NEW YORK TIMES

Sr. Copywriter

2003-2004

OGILVY HEALTHWORLD

Sr. Copywriter

2001-2003

GE CAPITAL

Sr. Marketing Editor

1998-2001

DICKISON SHIELDS & PARTNERS

ACD/Copy

1995-1998

SHMOOZ MAGAZINE

Managing Editor

CONTRACT

AGENCY

Copy / Ideation / Positioning / Direction

ALLERGAN

BBDO (NYC)

CDMi Connect (NYC)

DRAFT (NYC)

GSW

MOSS WARNER (CT)

SAATCHI & SAATCHI HEALTH (NYC)

WUNDERMAN (DC)

JOURNALISM

Various Publications

TELEVISION + FILM

Columbia TriStar

Southern Skies Inc.

HBO

SPEECH WRITING

Industry Leaders, Political Dignitaries (GLOBAL)

SPEAKER / MENTOR

Professionals, students, and creatives: copywriting, brand positioning.

EXPERTISE

COPYWRITING

IDEATION

STRATEGIC BRAND POSITIONING

CREATIVE DIRECTION

INDUSTRIES

HEALTHCARE, PHARMACEUTICAL, CORPORATE, FINANCIAL, CONSUMER ELECTRONICS, TECHNOLOGY, PUBLISHING, EDUCATION, CONFECTIONERY, PACKAGED GOODS, RETAIL, ENTERTAINMENT, LUXURY, NON-PROFIT, HOSPITALITY, BEAUTY

EDUCATION

UCLA, LOS ANGELES, CA—1990

BA, Psychology / English Literature