

# SARAH BELZER

writer

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

## PROFESSIONAL EXPERIENCE

### WORK HISTORY

2018—PRESENT

JUMP ADVERTISING, CT

Creative Director

2006—2007

OMD WORLDWIDE (CIGNA), CT

Sr. Copywriter

2005—2006

T BRAND STUDIO (NYT), NY

Sr. Copywriter

2004—2005

OGILVY HEALTH, NY

Sr. Copywriter

2001—2003

GE CAPITAL, CT

Sr. Marketing Writer

1998-2001

DICKISON SHIELDS & PARTNERS, CT

Sr. Copywriter

1996-1998

SHMOOZ MAGAZINE, CT

Managing Editor

### CONTRACT

2007-2018

ADVERTISING: Allergan, BBDO, CDMi, FCB Health, Grey, GSW, RevHealth, Saatchi Health, Wunderman Thompson Health

1990—PRESENT

JOURNALISM: print/online publications

ENTERTAINMENT: Columbia TriStar Pictures/Southern Skies Inc.

SPEECHWRITING: industry leaders/dignitaries

### EXPERTISE

COPYWRITING

Advertising: print, broadcast, OOH, POS

Marketing: collateral/direct/interactive/social

Campaign Ideation: all industries/channels

Brand Assessment: brand strengths/weaknesses

Brand Positioning: foundational brand story

Nomenclature: taglines/slogans/product naming

WRITING + EDITING

PR: press releases, media kits, speeches

Entertainment: radio, television, film, interactive

Journalism: newspaper, magazine, corporate

Literary: magazine, book

### ABOUT

I launched my writing career at seven, but for brevity sake, let's just say, 'in college'. Whilst at UCLA I worked as a journalist for anyone brave enough to read my work. Surprisingly, there were takers, and thankfully, eventually a couple producers in Hollywood thought I was funny and rescued me from certain poverty. Whilst at Columbia/TriStar, I wrote a few scripts and laughed a lot. Next, I decided to jet over to the right coast to help launch a magazine, but it wasn't long before I discovered the wonderful world of advertising and got an itch. I thought I better get to Ogilvy, so I wrote a spec campaign for Neutrogena and landed a job. After making the swanky agency rounds, I was asked to do my thing at the internal agency at the New York Times to help usher them into the digital age, and did. I was their sole copywriter at the time (but it's bad form to say so out loud). I'm pretty sure this was the moment where I thought, I'd really made it. Then I got back to my sandwich. The glamor of the city was sweet, but it was time to find a fast car and endless country roads, so I found a great little agency on the shores of Connecticut where I worked feverishly on global and domestic brands in my bikini. You would too. At present I continue to work for agencies small and large as I search for that next great thing.

### EDUCATION

UCLA, LOS ANGELES, CA—1994

BA, Psychology/English Literature

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## NOTEWORTHY BRANDS

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### BEAUTY + FASHION + LUXURY

Calvin Klein, Ethan Allen Fruit of the Loom, Garnier, Kiwi Shoe Polish, L'Oréal, Maybelline, Martha Stewart, Neutrogena, Rosetti, Russell Athleticwear, Saab, Seiko, Under Armour, Vaseline

### CONFECTIONERY + PACKAGED GOODS

Cadbury France, Campbell's V8, Country Crock, Del Monte Fruit Chillers, Heineken, Mars Chocolate, Panda Licorice, Pepperidge Farm, Unilever, Upfield

### EDUCATION

Baruch College, LinkedIn, University of Bridgeport, Harvard, Thomas College, Zicklin School of Business

### ENTERTAINMENT

AAA, Affinia Hotels, AMC Channel, Columbia TriStar, Beijing Olympics, Expedia, Food Network, Hallmark Channel, HBO, Maccabi Games, Maritime Aquarium, NASCAR, Odyssey Channel, Southern Skies

### FINANCIAL

American Express, Axonic International, Bank of Westport, Banco Popular, Citibank, Fiduciary Plan Advisors, First County Bank, GE Capital, Greenwich Associates, MasterCard, New Provident Bank, Reuters

### HEALTHCARE

ADA, American Lung Association, BioBDx, Blue Cross/Blue Shield, Cigna, Coastal Retirement, Dandy Dental, Evexia, Greenwich Psychology & Wellness, Health Institute of NC, HealthQuest, HIP, Life Care, Life Extension, NBC Cancer Charity, Nutraceuticals, SeaCare, St. Vincent's Hospital, TLV Biological Dentistry, United Way, UV Defense, WebMD

### PUBLISHING + JOURNALISM

Accent LA, Civitas, Globe Pequot Press, Greenwich Time, Howard Fast, Jewish Ledger, Journal Register, LaGrange Daily News, New York Times, Boston University, Shmooz Magazine, Times Leader, Ziff Davis

### TECH + CONSUMER ELECTRONICS

Amazon, B&H Photo, deFacto Global, DYMO eIQ Networks, Harmon/JBL, IBM Watson, IDT Kodak, Lutron, Panasonic, SecureRF Sieble Systems, UV Defense, VividCloud

### PHARMACEUTICAL (HCP/DTC)

ADA, Allergan Astra Zeneca, Bausch & Lomb, Boehringer Ingelheim, Cephalon, Dandy Dental, GSK Biologicals, Janssen Carepath, J&J, Merck, Novo Nordisk, Organon, Pearson, Pfizer, Pharma-Essentia, Teva Pharmaceuticals, Upjohn, Viartis, Wyeth

### NON PROFIT

Administration for Children's Services NY, Air Lifeline, Heritage Land Preservation Trust, MaryCare, PG&E, United Nations, We Are the Children