

SARAH BELZER

Creative Director / Copy

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

PROFESSIONAL EXPERIENCE

FULL-TIME

2024—2026

COWBOYS & BULLDOGS, CT

Creative Director/Copy

> Position and promote healthcare, pharmaceutical, medical device, and biotech brands throughout print, interactive, broadcast, PR, and event channels.

2014—2024

JUMP ADVERTISING, CT

Creative Director/Copy

> Led strategy, creative direction, and client engagements across consumer, B2B, and institutional sectors.

2007—2009

CIGNA | OMD WORLDWIDE, CT

ACD/Copy

> Wrote copy for Cigna's internal brand partners and Medicare, employer solutions, and wellness initiatives—bringing strategic clarity and a human voice to healthcare messaging for B2B and B2C audiences.

2005—2007

NEW YORK TIMES | T BRAND STUDIO, NYC

ACD/Copy

> Wrote copy for the Times' internal brands and external partnership advertising initiatives (Key Magazine, LinkedIn, Nascar, Saab, Apple, Olympics).

2004—2005

OGILVY HEALTH, NYC

Sr. Copywriter

> Wrote for leading pharmaceutical and healthcare brands across multiple therapeutic areas; translating complex science into accurate, intuitively resonant messaging within a regulatory framework.

2000—2003

GE CAPITAL, CT

Sr. Marketing + Communications Writer

> Repositioned websites for GE's Small Business Solutions arm, collaborating with design and UX teams; translating corporate-speak into consumer-friendly language.

1998—2000

DICKISON, SHIELDS & PARTNERS, CT

Sr. Copywriter

> Wrote print, broadcast, and interactive copy across consumer, retail, and institutional accounts.

1996—1998

SHMOOZ MAGAZINE, CA/CT

Managing Editor

> Ran editorial and marketing departments; recruited writers, curated content, and wrote copy for publications marketing, PR, event, and advertising initiatives.

CONTRACT

1994—2026

COPYWRITING

COPY SUP + ACD + CD

> Consumer, HCP, DTC, brand positioning, ideation, messaging, campaign strategy, regulatory, mentoring

SCRIPTWRITING

BROADCAST: RADIO + TV

AMC, Children's Services NY, Del Monte, First County Bank, Heineken, Martha Stewart, PG&E, Ethan Allen, LaGrange Daily News, L'Oreal, Lyrica, The Maritime Aquarium (Norwalk), Mars Chocolate, New Provident Bank, Panasonic, Vaseline

SCREENWRITING

TV + FILM

> The Newz (Celebrity Entertainment Inc.)
> Seinfeld (Castle Rock Entertainment)
> Cupid, Manifest, Spy Kids (Southern Skies Prod.)
> Ed (Worldwide Pants Inc.)

EDUCATION

UCLA | LOS ANGELES, CA | 1994

BA | Psychology + English Literature

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PROFESSIONAL PROFILE

EXPERTISE

BRAND POSITIONING. Build foundational stories that clarify, differentiate, and drive perception. Position and reposition global brands across consumer, healthcare and pharmaceutical industries.

CREATIVE DIRECTION. Lead integrated campaigns from concept to execution across print, broadcast, and digital channels. Mentor cross-functional teams to drive brand affinity, trust, and allegiance.

CAMPAIGN IDEATION. From positioning to final execution—design 360-degree campaigns ensuring conceptual consistency.

VERSITILITY. Write across consumer, corporate, healthcare, and pharmaceutical categories—adapting voice while maintaining brand integrity and strategic clarity

STAKEHOLDER MANAGEMENT. Translate business objectives into smart solutions. Manage C-suite relationships and approval processes in highly regulated environments. Build trust through strategic rigor, clear thinking, and consistency.

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, Pharmaceutical, Retail, Senior Living, Sports, Technology, Telecommunications, Travel & Hospitality

NOTABLE BRANDS

Consumer

AAA, Affinia Hotels, AMC Channel, Beijing Olympics, B&H, Cadbury France, Calvin Klein, Campbell Soup Co., Civitas, Country Crock, Del Monte Fruit Chillers, DYMO, Ethan Allen, Expedia, Food Network, Fruit of the Loom, Garnier, Hallmark Channel, Heineken, Journal Register, Kiwi Shoe Polish, LaGrange Daily News, LaVie Bonbons, LinkedIn, L'Oreal, Maccabi Games, Maritime Aquarium, Mars Chocolate, Martha Stewart, Maybel-line, NASCAR, New York Times, Odyssey Channel, Panda Licorice, Pepperidge Farm, Pequot Press, Reuters, Saab, Thomas College, Times Leader, Under Armour

Education

Baruch College, Harvard, University of Bridgeport, Vichy Mints, Zicklin School of Business

Financial

Banco Popular, Bank of Westport, Citibank, Fiduciary Plan Advisors, First County Bank, GE Capital, Greenwich Associates, Mastercard, New Provident Bank, One Source Business Capital.

Pharmaceutical + Healthcare

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, Feromix, GSK, HealthQuest Global, HIP, Janssen Pharmaceuticals, Joel Leon DDS, Life Extension, LifeCare, MaryCare, Merck & Co., NBC Cancer Charity, Neutrogena, North Carolina Health Institute, Novo Nordisk, Organon, Pfizer, PharmaEssentia, Savannah Quarters, SeaCare USA, Senior Living Development, St. Vincent's Medical Center, Streams of Hope Counseling, TLV Biological Dentistry, United Way, UV Defense, Vaseline, WebMD, Wyeth.

Technology

Amazon, American Express, Avaya, deFacto Global, Harmon JBL, IBM Watson, IDT, Lutron, Panasonic, Seiko, Siebel Systems, Veridify