

SARAH BELZER

copy + positioning + ideation

PUBLIC RELATIONS

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

copywriting, corporate communications, blogs, social events, media outreach, multi-channel campaigns, press releases, PSAs, speeches, promotions, tradeshow

AMAZON

Promotion

In an effort to boost awareness of their Consumer Electronics online store, I created Amazon's 'Come in from the Confusion' white glove promotion for their new media guide; resulting in the highest earnings in the category.

CAYMAN PREMIER

Key Note

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

DEFACTO GLOBAL

Press Release

My release was to announce deFacto Global's performance software designed to help companies better plan, budget, forecast, analyze and report.

JOHNSON + JOHNSON

Outreach Campaign

Johnson + Johnson was struggling with their public perception after the bad press they received for their talcum powder debacle *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.

MARYCARE

Fundraising Newsletter

To drive awareness and donations, this non-profit organization enlisted my help to communicate their events and good works to the community at-large.

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NEW YORK TIMES

Speech

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 promote the newspaper's 'Tribute to Nurses' initiative.

PG&E

PSA (NBC)

PG&E was having a hard time recovering from the bad rap they received after their groundwater contamination exposure. In an effort to change the tide, I wrote the script for their 'Solar Schools' program, promoting renewable energy.

SEACARE USA

Press Releases + PSA (radio)

SeaCare Health has an FDA orphan drug standing for their supplement, but cannot yet promote its cancer-busting attributes until it acquires its marketing license. I was brought in to re-introduce SeaCare (release), and communicate its myriad health benefits whilst keeping within FDA regulations (psa).

SECURE RF / VERIDIFY

Press Release + Media Kit + Event Posters

Secure RF delivers solutions to reduce operational risk and cyber-attacks via real-time cybersecurity protection. I created their releases, booth posters, and media kits for several of their tradeshows.

THINGIFY

Press Release + Media Kit + Tradeshow Posters + Premiums

This 3-D printing brand enlisted my help for New York's Technology Expo. I wrote their press release and created their booth posters, media kit, and premiums.

UV DEFENSE

Fundraising Pitch + Press Release + Blogs

This UVC LED start-up was looking for a way to raise capital for its next-gen technology. After I rebranded them, I wrote their investor letters, corporate communications, releases, and blogs.

ONLINE PORTFOLIO

<https://www.sarahbelzer.com>