

SARAH GREENE

dynamic + passionate + strategic professional seeking career change

WORK HISTORY

Creative Lead, Copy • Brunswick Corporation • June 2020 - Present

- Develop concept and creative messaging strategies on award-winning product launches and promotional campaigns for segment-leading fiberglass boat brands: Heyday Wake Boats, Bayliner, Boston Whaler and Sea Ray
- Present verbal creative strategies and content offers to brand managers and directors
- Execute copy deliverables for owned and paid digital media channels including Google Display Network, webpages and email marketing

Sr. Copywriter • Hornblower Cruises & Events • Jan. 2016 - May 2020

- Concepted, researched and wrote educational content offer which actively preserved a \$40k/year partnership with Baltimore Public Schools in 2018
- Executed copy for sales collateral, email promotions, digital, print and radio ads, event branding, ticket booth signage and tourism brochures
- Unified nomenclature, style conventions and verbal brand identity across all consumer marketing channels and internal communications
- Introduced agency-style workflows and processes to elevate creative output and improve stakeholder satisfaction
- Vetted, interviewed, onboarded and managed junior copywriter

Copy & Content Writer • CWT Interactive • Dec. 2014 - Nov. 2015

- Interviewed stakeholders before website redesigns to discover content requirements and identify opportunities
- Wrote content for blogs, quick-start guides, e-commerce product descriptions, and sell sheets
- Wrote digital prospecting and retargeting ad copy

Strategist • Origo Branding Company • July 2012 - Dec. 2014

- Audited clients' content assets to find creative insights for design and branding projects
- Presented optimized information architectures, new tag lines and positioning statements
- Assisted accounts director with client onboarding and follow-up
- Facilitated communication between design team and production vendors to prepare final project deliverables on tight deadlines

SKILLS & EXPERIENCE

Advertising Copywriting
Brand Creative Strategy
Design Thinking
Concept Generation
Video Script Writing
Content Wireframes
SME Collaboration
Team Leadership
Client Relations
Campaign Activation
Brainstorm Facilitation
People Management

TOOLS

MS Office Suite Word, PowerPoint, Excel
AP Styleguide
Google Docs
MS Sharepoint
WordPress CMS
Basic HTML + CSS Skills
Canva Design Tools
Workfront, Wrike,
Airtable PM Software

EDUCATION

Bachelor of Arts

Strategic Communication

Minor

Social Psychology

Ohio State University

Class of 2012