

<div><div>SARAH ELLIOTT CARPENTER</div><div>616.333.9320 sarahcarpenter833@gmail.com</div><div>Award-Winning Bilingual Writer & Content Strategist Marketing & Communications Leader</div></div>	
<div><div>EDUCATION</div><div>Michigan State University, BA</div><div>Journalism & Spanish</div><div>NOTABLE ACHIEVEMENTS</div><div><div>• Emmy Award Winner, FOX’s The Simpsons & Futurama</div><div>• Diverse leadership experience spanning television, film, music, advertising, healthcare, higher education, venture creation, and business consulting</div></div><div>DEMONSTRATED EXCELLENCE</div><div><div>• Creative & Technical Writing</div><div>• Strategic Marketing Vision, Planning, and Execution</div><div>• Comprehensive Content Strategy & Brand Storytelling</div><div>• Media & Public Relations</div><div>• Project Management</div></div><div>LANGUAGES</div><div><div>• Fluent in English & Spanish</div></div><div>PREVIOUS EXPERIENCE</div><div><div>• Communications Manager, Vanderbilt University</div><div>• Copywriter, Highland Group Agency</div><div>• Production Coordinator, Country Music Television (CMT)</div><div>• Marketer & Promoter, Great American Country Television</div><div>• Marketer & Promoter, Ten Ten Music Group</div><div>• Marketer & Promoter, Orbison Records</div><div>• Writer & Marketer, Country Music Hall of Fame and Museum</div><div>• Production Coordinator, FOX’s The Simpsons & Futurama</div><div>• Production Intern, Warner Bros., feature film, X-Men</div><div>• Production Intern, NBC WOOD TV8</div></div><div>COMMUNITY INVOLVEMENT</div><div><div>• Nashville Humane Association</div></div></div>	<div><div>RECENT EXPERIENCE</div><div>Writing and Marketing Consultant, Contract</div><div>Michigan State University Research Foundation November 2022 – Present</div><div><div>• Achieved a 98% funding success rate as the top-performing grant writer across 20 Michigan Economic Development Corporation SmartZones, securing over \$800,000 in transformative funding for statewide economic growth.</div><div>• Author high-impact executive summaries, press releases, news stories, websites, and brochures that dramatically increase brand visibility and market presence for more than 50 high-tech, high-growth startups.</div><div>• Expertly unify multi-author documents, ensuring a consistent, persuasive voice that elevates each client’s strategic messaging.</div></div><div>Writing and Marketing Consultant, Self-Employed</div><div>Sarah Says July 2022 – Present</div><div><div>• Secure and manage diverse clients, delivering impactful B2C/B2B content.</div><div>• Research, write, and optimize high-conversion, SEO-driven content that achieves top search rankings and maximizes audience engagement.</div><div>• Craft compelling copy for social media campaigns, ads, websites, blogs, feature articles, and professional documents.</div><div>• Clients include Hanover Insurance, Pearson Education, Spartan Magazine, Mercy Veterinary Coalition, Tech Collaborative, Hope for Justice, Well Design Studio, Hawke Media, and Invisible Thread.</div></div><div>Writing and Marketing Consultant, Contract</div><div>Crowe LLP March 2024 – March 2026</div><div><div>• Developed persuasive, executive-level content for Fortune 500 leaders, directly supporting multi-million-dollar investments in premier financial services. Clients included Salesforce, Stripe, Caterpillar, Chubb, and Nucor.</div><div>• Collaborated with C-suite executives and client service teams to define strategic messaging and develop cohesive, high-impact pursuit materials.</div><div>• Maintained proactive communication with clients to ensure strategic alignment throughout the sales process.</div></div><div>Writer and Marketer, Full-Time</div><div>Michigan State University College of Human Medicine June 2021 – July 2022</div><div><div>• Drove a 54% surge in recruitment for the \$3,500,000 MI CARES grant through innovative content strategy and compelling storytelling.</div><div>• Authored and published a Journal of the American Medical Association article in a record-setting 18 days, attracting 10,000 views.</div><div>• Managed all grant website and social media content, earning 2,500+ organic reactions on multiple posts with zero budget.</div></div><div>TECHNICAL SKILLS</div><div><div>• ChatGPT, Claude, Gemini, Google Analytics, HubSpot, Salesforce, WordPress, Canva, Adobe, Figma, Photoshop, HTML, SEMrush, Ahrefs, Asana, Google Workspace, Microsoft 365</div></div></div>