

SARAH ELLIOTT CARPENTER

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sarahcarpenter833.journoportfolio.com

Strategic and collaborative writer and marketer with 25 years of experience.

EDUCATION

BA, Journalism & Spanish

Michigan State University, 2000

NOTEWORTHY ACHIEVEMENTS

- Emmy Award Winner, FOX's The Simpsons
- Collaborated with Fortune 500 clients across financial services, manufacturing, and technology
- Specialized in television, film, music, advertising, healthcare, higher education, venture creation, and business consulting for 25 years

CORE COMPETENCIES

- Creative and Technical Writing
- Strategic Marketing Planning and Execution
- Comprehensive Content Strategy
- Project Management
- English and Spanish Language Fluency

PREVIOUS EXPERIENCE

- Production Coordinator, FOX's The Simpsons and Futurama
- Outreach Manager, Vanderbilt University Medical Center
- Writer, Spartan Magazine
- Writer & Marketer, Hope for Justice
- Writer, Highland Group
- Marketer, Country Music Television
- Marketer, Great American Country Television
- Marketer, Ten Ten Music Group
- Marketer, Orbison Records
- Marketer, Country Music Hall of Fame and Museum

RECENT EXPERIENCE

Writing and Marketing Consultant, Contract

Crowe LLP March 2024 – Present

- Develop persuasive content for Fortune 500 executives, supporting major investments in premium financial services. Clients include Salesforce, Stripe, Caterpillar, Chubb, and Nucor.
- Collaborate with executive leadership and client service teams to define key messaging and create cohesive pursuit materials.
- Maintain ongoing communication with clients to ensure alignment with emerging trends and evolving needs throughout the sales process.

Writing and Marketing Consultant, Contract

Michigan State University Research Foundation November 2022 – Present

- Achieved a 98% funding success rate as a leading grant proposal writer among 20 Michigan Economic Development Corporation SmartZones, securing over \$700,000 for state economic growth.
- Write and develop executive summaries, press releases, news stories, websites, and brochures to enhance visibility and market presence for high-tech startups.
- Ensure consistent voice in multi-author documents while preserving each client's strategy and messaging.

Writing and Marketing Consultant, Self-Employed

Sarah Says July 2022 – Present

- Secure and manage diverse public and private sector clients, producing high-impact B2C and B2B content.
- Conduct research, write, and optimize content using effective SEO strategies and keyword integration.
- Produce advertising copy, websites, landing pages, blogs, articles, features, and professional documents such as cover letters, resumes, proposals, presentations, newsletters, and reports.

Writer and Marketer, Full-Time

Michigan State University College of Human Medicine June 2021 – July 2022

- Increased recruitment for the \$3.5M MI CARES grant by 54% through strategic content and storytelling.
- Authored a Journal of the American Medical Association article published in a record 18 days, receiving 6,000 views soon after.
- Managed and optimized content for the grant's website and social media with no budget, achieving over 2,500 reactions on a single organic post.