

SARAH ELLIOTT CARPENTER

616.333.9320 | sarahcarpenter833@gmail.com

Award-Winning Bilingual Writer & Brand Storyteller | Strategic Marketing & Communications Leader

EDUCATION

Michigan State University, BA

Journalism & Spanish

NOTABLE ACHIEVEMENTS

- Emmy Award Winner, FOX's The Simpsons & Futurama
- Diverse leadership experience spanning television, film, music, advertising, healthcare, higher education, venture creation, and business consulting

DEMONSTRATED EXCELLENCE

- Creative & Technical Writing
- Strategic Marketing Vision, Planning, and Execution
- Comprehensive Content Strategy & Brand Storytelling
- Project Management

LANGUAGES

- Fluent in English & Spanish

PREVIOUS EXPERIENCE

- Communications 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

COMMUNITY INVOLVEMENT

- Nashville Humane Association

RECENT EXPERIENCE

Writing and Marketing Consultant, Contract

Michigan State University Research Foundation November 2022 – Present

- 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.
- 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.
- Expertly unify multi-author documents, ensuring a consistent, persuasive voice that elevates each client's strategic messaging.

Writing and Marketing Consultant, Self-Employed

Sarah Says July 2022 – Present

- Secure and manage diverse clients, delivering impactful B2C/B2B content.
- Research, write, and optimize high-conversion, SEO-driven content that achieves top search rankings and maximizes audience engagement.
- Craft compelling copy for ads, websites, blogs, feature articles, and professional documents.
- Clients include Pearson, Amore Trattoria Italiana, Spartan Magazine, Mercy Veterinary Coalition, Tech Collaborative, Hope for Justice, Well Design Studio, Hawke Media, and Invisible Thread.

Writing and Marketing Consultant, Contract

Crowe LLP March 2024 – March 2026

- 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.
- Collaborated with C-suite executives and client service teams to define strategic messaging and develop cohesive, high-impact pursuit materials.
- Maintained proactive communication with clients to ensure strategic alignment throughout the sales process.

Writer and Marketer, Full-Time

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

- Drove a 54% surge in recruitment for the \$3,500,000 MI CARES grant through innovative content strategy and compelling storytelling.
- Authored and published a Journal of the American Medical Association article in a record-setting 18 days, attracting 6,000+ views.
- Managed all grant website and social media content, earning 2,500+ organic reactions on a single post with zero budget.