

SARAH CARPENTER

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Core Competencies and Awards

- Emmy Award Winner, FOX's The Simpsons
- Marketing and PR Strategy and Execution
- Community Outreach and Events Management
- Creative and Technical Writing
- Project Management
- English and Spanish Language Fluency

Professional Experience

Crowe LLP, Grand Rapids, MI

3/2024 to Present

Writer

- Create compelling technical and creative content for clients across multiple industries, including Fortune 500 financial services, manufacturing, and technology companies.
- Collaborate with design and project management teams to provide customized solutions for customers with complex communication requirements.
- Projects include promotional video scripts, speeches, landing pages, web content, presentations, case studies, event invitations, thank you cards, posters, executive emails.

Michigan State University Research Foundation – Spartan Innovations, Grand Rapids, MI

11/2022 to Present

Writer

- Highest-performing grant proposal producer of all 20 MEDC SmartZones, with a near-perfect funding success rate, resulting in over \$500K for Michigan's economy.
- Write and develop grant proposals, press releases, news stories, websites, brochures, and other marketing and sales collateral for high-tech, high-growth startups.
- Maximize exposure for entrepreneurs and funding bodies in several industries, including InfoTech, Medical Devices, Advanced Manufacturing, Advanced Materials, Agriculture, and Life Sciences.

Sarah Says – Grand Rapids, MI

7/2022 to Present

Writer

- Produce engaging B2C and B2B content for clients in the public and private sectors, including healthcare, universities, advertising agencies, engineering firms, and entertainment production companies.
- Research, write, and optimize content with SEO and keyword integration, adhering to content marketing best practices. Plan and produce compelling ad copy, websites, landing pages, blogs, articles, print and online features, cover letters, resumes, proposals, presentations, newsletters, and reports.
- Topics covered include the opioid epidemic, homelessness, finance, virtual reality, digital fashion, the military, non-profit leadership, oral care, sports supplements, blood health, disease prevention, metastatic cancer, cytopathology, and bone marrow biopsy.

Michigan State University – College of Human Medicine, Grand Rapids, MI

6/2021 to 7/2022

Writer and Research Assistant

- Produced impactful creative and technical content to boost recruitment for multi-year, multi-million-dollar grant, MI CARES. In my tenure, participation in the MI CARES program grew by 54%.
- An article I wrote for the Journal of the American Medical Association garnered such strong interest that it was selected to be published within 18 days of submission and went live on their website less than a month later, generating nearly 6,000 views to date. The review process alone typically takes several months.
- Independently designed and developed 14 impactful eLearning courses for physicians and medical

students nationwide.

- Managed content planning, creation, and measurement for the grant's websites and social media accounts. One organic post garnered over 2,500 reactions.

Corewell Health – Grand Rapids, MI

10/2019 to 6/2021

Crisis Communicator, System Command Center 09/2020 to 6/2021

- Facilitated cross-collaboration and enterprise-wide communications as key contact for frontline staff at the height of the COVID-19 pandemic.
- Escalated and reported emergent problems and leveraged internal networks and labor camps for resolutions, resulting in policy creation for the health system.

Administrative Coordinator, Resource Center 10/2019 to 09/2020

- In this floating position, I supported senior leaders and their teams in clinical and non-clinical settings. I was promoted to a non-floating position when the COVID-19 pandemic began.
- Assignments included COVID-19 crisis communications in the System Command Center with the Business Assurance team, web development for the Executive Director of the Visiting Nurse Association, project management for the Chief Legal Officer, executive assistance to the Senior Vice President of Human Resources, new nurse onboarding and payroll for the HDVCH Emergency Department, and database management with Medical Credentialing.

Highland Group – Grand Rapids, MI

11/2018 to 05/2019

Writer

- Produced integrated written and visual content for international corporations and non-profit organizations across various brands and industries.
- Collateral planned and produced included books, websites, landing pages, email campaigns, press releases, print and digital advertising, social media pages, Google ads, mailers, speeches, and blogs.

Vanderbilt University Medical Center – Nashville, TN

02/2012 to 10/2018

Outreach Manager, 08/2016 to 10/2018

- Recruited over 6,000 people to the genetic research program SPARK for Autism, earning my team \$500,000 in project funding.
- Led cross-functional teams, made critical marketing decisions, and spearheaded partnerships with the U.S. Armed Forces, state governmental agencies, advocacy groups, academic institutions, community organizations, and retail outlets to exceed sponsorship goals.

Project Coordinator, 02/2012 to 07/2016

- Designed and developed marketing communications campaigns for an internal audience of 25,000 and externally for the global market.
- Managed an event space with over 150 annual reservations, overseeing all bookings and leading guest experience.

Metropolitan Nashville Public Schools – Nashville, TN

2010–2012

Certified Substitute Teacher (K-12)

- Led honors Spanish classes as a highly sought-after bilingual educator in the inner city.

Great American Country Television – Nashville, TN

2008-2010

Digital Marketer and Promoter (Contract Assignment)

- Developed and managed music marketing campaigns for global audiences (Top 50 Videos of the Year, Songs of the Year, NASCAR Sound and Speed), increasing web traffic by 300% in my tenure.

Ten Ten Music Group – Nashville, TN

2006-2010

Promotions Manager

- Represented international clientele (Keith Urban, Alan Jackson) at industry events, live performances, recording sessions, and music festivals. Developed multimedia campaigns to promote singles, albums, and special events.

Orbison Records - Nashville, TN

2006-2007

Marketing and Promotions Coordinator (Contract Assignment)

- Created and executed promotional campaigns for Roy Orbison's induction into the Rock and Roll Hall of Fame and independently managed his international fan club.

Country Music Hall of Fame and Museum - Nashville, TN

2006

Marketing and Communications Coordinator

- Managed designing and producing advertising collateral, created digital marketing campaigns, and wrote copy for event brochures and invitations, signage, and press releases.

Country Music Television - Nashville, TN

2005

Production Coordinator (Contract Assignment)

- Arranged on-camera interviews with the media for celebrity talent, set up green rooms backstage at concerts, and managed vendor relations.

FOX Television / The Simpsons - Los Angeles, CA

2002-2005

Emmy Award-Winning Production Coordinator

- Earned an Emmy Award while supervising over 100 creatives and monitoring all artwork produced for each episode of the longest-running TV series in history.
- Reviewed scripts and storyboards for creative precision, tracked weekly budgets, facilitated executive meetings, and developed a database archive for series artwork history.

FOX Television / Futurama - Los Angeles, CA

2001-2002

Production Assistant

- Produced all storyboard edits requested by directors before shipment overseas for final animation.

Warner Brothers Film / X-Men - Los Angeles, CA

2000-2001

Production Intern

- Supported executive and creative staff on the first franchise film and created internship development programs.

Technical Skills

- Figma, Mural, Adobe Creative Suite, Adobe Creative Cloud, Google Analytics, WordPress, Articulate 360, Canva, Grammarly, Camtasia, Google Drive, SharePoint, Mailchimp, Bitly, Visio, Microsoft Office Suite

Education

- Michigan State University, East Lansing, MI - Bachelor of Arts, Journalism and Spanish