

SARAH CARPENTER

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Creative Portfolio: sarahcarpenter833.journoportfolio.com

EDUCATION

BA Journalism & Spanish

Michigan State University, 2000

NOTEWORTHY ACHIEVEMENTS

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

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
- Writer, Spartan Magazine
- Communications Manager, Vanderbilt University
- Copywriter, Highland Group
- Digital Marketer, Country Music Television, and Great American Country Television
- Marketer, Ten Ten Music Group
- Marketer, Orbison Records
- Marketer, Country Music Hall of Fame and Museum
- Marketer and Writer, Hope for Justice

RECENT EXPERIENCE

Creative and Technical Writer, Contract

Crowe LLP March 2024 – Present

- Craft dynamic, persuasive content that captivates Fortune 500 executives, driving significant investments in premium financial services. Notable clients include Salesforce, Stripe, Caterpillar, Chubb, and Nucor.
- Partner with executive leadership and client service teams to extract essential messaging and develop impactful, compelling pursuit materials that reflect a cohesive story.
- Communicate frequently with an elite client roster to ensure alignment with emerging trends and client needs throughout the sales journey.

Grant Proposal Writer, Contract

Michigan State University Research Foundation November 2022 – Present

- Top-performing grant proposal producer among 20 Michigan Economic Development Corporation SmartZones, boasting a 98% funding success rate and securing over \$560,000 for the state's economic growth.
- Write and develop compelling and clear executive summaries, press releases, news stories, websites, and brochures designed to elevate high-tech, high-growth startups' visibility and market presence.
- Deliver one-voice consistency to documents pieced together by multiple authors while preserving each client's business pursuit strategy and messaging.

Creative and Technical Writer, Self-Employed

Sarah Says July 2022 – Present

- Independently win business and manage diverse clientele in both public and private sectors, producing high-impact, strategic B2C and B2B content.
- Conduct in-depth research, write, and optimize content with effective SEO strategies and keyword integration.
- Produce compelling and dynamic advertising copy, websites, high-converting landing pages, blogs, articles, print and online features, and professional documents, including cover letters, resumes, proposals, presentations, newsletters, and comprehensive reports.

Creative and Technical Writer, Full-Time

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

- Boosted recruitment for the \$3.5M MI CARES grant by 54% through compelling storytelling and strategic content creation.
- Authored a pivotal article for JAMA, achieving publication in a record 18 days and garnering 6,000 views shortly after.
- Managed and optimized strategic content for the grant's website and social media presence with no budget. One organic post achieved over 2,500 reactions.