

# SARAH ELLIOTT CARPENTER

616.333.9320 | sarahcarpenter833@gmail.com

Award-Winning Bilingual Writer & Content Strategist | 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
- Intern, FOX's hit film X-Men

## 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 nearly 8,000 views.
- Managed all grant website and social media content, earning 2,500+ organic reactions on a single post with zero budget.