

SARAH PASCAL BELZER

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Dear Hiring Manager,

With extensive experience creating breakthrough campaigns and writing award-winning copy for Fortune 500 brands—including significant pharmaceutical and healthcare advertising work—I bring the creative leadership, strategic thinking, and hands-on copywriting expertise needed to drive exceptional work.

Throughout my career at top agencies including Ogilvy, BBDO, Saatchi & Saatchi, and The New York Times' T Brand Studio, I've built my reputation on turning strategic insights into compelling copy that moves brands and grows businesses. I've created campaigns that have gone global (Vaseline's "Skin is Amazing"), repositioned iconic brands (Kiwi's "Do you Kiwi?"), and generated record-breaking results (Amazon's highest earnings in category). Most importantly, I've done this while leading creative teams, mentoring talent, and maintaining the highest standards of creative excellence.

Pharmaceutical and Healthcare Advertising Expertise: I've created campaigns across 30+ therapeutic areas throughout my career, working with major pharmaceutical clients including Pfizer, Janssen, AbbVie, AstraZeneca, Merck, GSK, Novo Nordisk, and Boehringer Ingelheim. My experience spans oncology, immunology, cardiovascular, diabetes, neurology, rheumatology, rare diseases, and more—covering everything from product launches to disease awareness initiatives. I've developed both HCP and DTC campaigns, navigating the unique challenges of healthcare advertising: regulatory requirements, medical/legal/regulatory review processes, translating complex clinical data into clear messaging, and crafting copy that resonates with diverse audiences from physicians to patients. My work includes branded and unbranded campaigns, patient support programs, and repositioning efforts that require both strategic thinking and exceptional craft.

Copywriting Excellence and Creative Leadership: I write copy that works—from taglines that define brands to TV spots that drive behavior change to print campaigns that convert audiences. I've named entire product lines (Martha Stewart Everyday Paint), turned around struggling brands in crisis situations (PG&E during intense media scrutiny, Cadbury France where revenues went "from bleak to sweet overnight"), and created campaigns for iconic brands including Mars Chocolate, Del Monte, Heineken, and American Express. My strength is combining strategic clarity with creative impact—I don't just write copy, I create campaigns that solve business problems and build brands that last.

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Team Leadership and Mentorship: I've led creative teams through complex, high-stakes projects while fostering cultures of excellence and innovation. I know how to motivate teams, facilitate great thinking, and keep morale high even under pressure. I provide constructive feedback, develop talent, and help junior creatives elevate their strategic thinking and craft. I bring both hands-on creative excellence and the leadership necessary to guide teams and create outstanding work.

Brand Stewardship and Strategic Thinking: I understand what it means to be a brand steward—maintaining integrity and excellence across every touchpoint while pushing creative boundaries. Whether developing brand positioning frameworks, ensuring regulatory compliance in pharmaceutical work, or guiding teams through complex creative challenges, I bring both big-picture strategic vision and meticulous attention to detail. Every piece of work I oversee is on strategy, on brand, and contributes meaningfully to growing clients' businesses.

Cross-Functional Collaboration: My work requires seamless collaboration with account teams, creative partners, production vendors, and clients at all levels. I've managed vendor relationships effectively, attended photo shoots to provide real-time feedback, worked within budgetary guidelines, and maintained positive relationships across internal departments. I understand the importance of creating a collaborative work environment and handling conflicts professionally and productively.

I value diverse ideas and approach each initiatives with my own philosophy: combine strategic rigor with creative boldness, move fast without sacrificing quality, and always put the work first.

I bring the creative excellence, expertise, and leadership necessary to ensure that every piece of work meets or exceeds the highest standards while contributing meaningfully to business growth.

I welcome the opportunity to discuss how my copywriting expertise and creative leadership can contribute to your agency's success.

Thank you for your consideration.

Sincerely,
Sarah Pascal Belzer
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