

## **Sarah Lightfoot**

Associate Creative Director and Writer

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### **Industries**

Consumer Packaged Goods  
Food & Beverage  
Beauty  
Technology  
Financial Services & Insurance  
Education  
Pharmaceuticals  
Sports Apparel  
Hospitality  
Media & Entertainment

### **Clients**

United Healthcare  
Nabisco 100 Calorie Packs  
Beiersdorf: Nivea  
Kraft Foods: Gevalia Kaffe  
Alcon Pharmaceuticals  
Teva Pharmaceuticals  
Trane HVAC  
Hampton Inn  
L'Oreal: Garnier & Maybelline  
XM Satellite Radio  
Kodak  
Microsoft  
Diageo: Guinness  
New Balance  
IBM  
Fleet Bank Retail & Credit Card  
Berlitz Language Education  
Amgen Pharmaceuticals

### **Media**

Web Sites  
Flash & Rich Media Banners  
Video for Web  
E-mail  
Direct Mail  
Catalogs  
Magazine & Newspaper Ads  
TV

### **Experience**

**DraftFCB**, New York, NY

Associate Creative Director, September 2008–present

Maintained consistency across all copy for United Healthcare and revised communications to comply with new legislation.

Supervised a team of four creatives with my partner on the United Healthcare account.

Developed print ads and advertorials featuring Venus and Serena Williams for Nabisco 100 Calorie Packs.

Created TV and print campaigns to launch Plan B One-Step emergency contraception.

**Razorfish**, New York, NY

Senior Copywriter, November 2006–August 2008

Wrote, edited and maintained over 100 pages of copy for award-winning GarnierNutritioniste.com.

Developed scripts for hair color videos on Garnier.com and skin care videos on GarnierNutritioniste.com.

Brainstormed banner and microsite concepts for Garnier.com and Maybelline.com.

**Young & Rubicam Brands/Wunderman**, New York, NY

Senior Copywriter, August 2004–November 2006

Wrote two online campaigns that were featured as examples of best practices in a Microsoft marketing newsletter.

Concepted a global campaign chosen by Microsoft over concepts by several internal teams and a competitive agency.

**Euro RSCG 4D/Brann**, Wilton, CT, and New York, NY

Senior Copywriter, October 2002–August 2004

Copywriter, December 1999–October 2002

Traffic Coordinator, June 1999–November 1999

Created global campaign concepts for Berlitz, developed tactics and wrote guidelines for worldwide execution.

Increased IBM consumer print advertising response in each quarter of 2000.

Reduced cost per piece for an IBM small business catalog while maintaining revenue levels.

Beat a control mail package for Fleet home equity lines.

### **Education**

**Yale University**, New Haven, CT

Bachelor of Arts in English, May 1999