

Portfolio: sarahlightfoot.com
linkedin.com/in/sarahlightfoot
sarah@sarahlightfoot.com
203-233-9812

Technology

IBM
Microsoft
Pitney Bowes
OpenSlate
Masheen

Insurance

Cigna
UnitedHealthcare
The Hartford
Amica
ConnectiCare

Pharmaceutical

Alcon: Patanol and glaucoma CRM
Teva: Plan B One-Step
Allergan: Restasis
OraPharma: Arestin
Bausch & Lomb

Health Care

Multiple Myeloma Research Foundation
New York-Presbyterian Hospital
Montefiore Medical Center
Middlesex Hospital
Virginia Commonwealth Univ. Health

Beauty/Personal Care

L'Oreal: Garnier and Maybelline
Beiersdorf: Nivea
BIC: Soleil razors

Consumer

Nabisco 100 Calorie Packs
Kraft Foods: Gevalia Kaffe
Diageo: Guinness
New Balance
XM Satellite Radio
Hampton Inn
Nestle: Gerber
ADT Security
Trane HVAC

Medical & Surgical

ConvaTec Avelle
Ethicon Surgicel

Publishing

Taunton Press

Higher Education

NYU & NYU Polytechnic
Regis University

Sarah Lightfoot

Freelance Copywriter and Associate Creative Director

Expert problem solver with 20 years' experience helping marketing organizations build relationships and sell to their target audiences.

Sarah Lightfoot LLC

Full-Time Freelance Copywriter

Bethany, CT

January 2011–present

- Defined brand voice, messaging strategy and launch campaigns
- Pitched new business alongside in-house agency staff
- Created white papers, case studies, infographics and social media posts
- Established the right tone for letters, websites, ads, videos and blogs for B2B sales enablement, startups, consumer brands and fundraising
- Authored and produced high volume of lead nurture emails for IBM Services and IBM Watson
- Wrote videos, presentations, emails, newsletters, flyers, CRM and health education pieces for Cigna

DraftFCB

Associate Creative Director

New York, NY

September 2008–January 2011

- Maintained consistency across all copy for UnitedHealthcare and revised communications to comply with new plain language legislation
- Supervised a team of four (up to ten with freelancers) with my partner
- Coined “Diet Like a Diva” for print ads and advertorial campaign featuring Venus and Serena Williams for Nabisco 100 Calorie Packs
- Achieved brand pivot for Plan B One-Step through integrated launch

Razorfish

Senior Copywriter

New York, NY

November 2006–August 2008

- Led copy team for more than 100 pages and interactive tools on award-winning GarnierNutritioniste.com
- Developed scripts for instructional videos on hair color and skin care
- Brainstormed banner and microsite concepts for Garnier and Maybelline, including promotional tie-ins with American Idol

Young & Rubicam Brands/Wunderman

Senior Copywriter

New York, NY

August 2004–November 2006

- Wrote two online campaigns that were featured as examples of best practices in a Microsoft marketing newsletter
- Created concept for a global campaign chosen by Microsoft over concepts by several internal teams and a competitive agency

Euro RSCG 4D/Brann

Senior Copywriter

Wilton, CT, and New York, NY

October 2002–August 2004

Copywriter

December 1999–October 2002

- Conceived global campaign concepts for Berlitz, developed tactics and wrote guidelines for worldwide execution
- Increased IBM consumer print advertising response in each quarter and reduced cost per piece for a catalog while maintaining revenue levels
- Beat a control mail package for Fleet Bank home equity lines

Yale University

Bachelor of Arts in English

New Haven, CT

May 1999