

# Sarah Lightfoot

- > Associate Creative Director
- > Copywriter

## SELECTED CLIENTS

### Technology/Data/Analytics

IBM  
Microsoft  
Merative  
Populi  
Compile  
Pitney Bowes

### Healthcare

Babylon Health  
Children's Hospital at Montefiore  
Montefiore Medical Center  
WeightWatchers

### Life sciences

Thermo Fisher Scientific  
Azenta  
Collagen Matrix

### Insurance

MetLife  
Cigna  
UnitedHealthcare

### Consumer

Garnier  
Maybelline  
Guinness  
Kraft

### Pharma

Bausch & Lomb  
Sarepta Therapeutics  
AbbVie: Humira and Rinvoq

203-233-9812

sarah@sarahlightfoot.com

linkedin.com/in/sarahlightfoot

sarahlightfoot.com

Writer who loves the thrill of learning something new. Asks the right questions and understands the assignment. Up for creating communications that educate and motivate.

## EXPERIENCE

2020 - present

### MELD Advertising

Associate Creative Director (part-time)

- > Lead team of copywriters to produce high-quality, engaging copy
- > Interview SMEs to inform strategy, market messages and value propositions
- > Earn the trust of clients and colleagues
- > Brainstorm concepts and pitch new business
- > Interview and onboard new hires
- > Assign, guide, review and edit projects
- > Approve timesheets and scopes of work
- > Remain calm under pressure and focused on solutions

2011 - present

### Sarah Lightfoot, LLC

Freelance Copywriter

- > Specialize in technology, healthcare and insurance
- > Adapt writing style for B2B and consumer audiences
- > Write content and copy for a variety of media and sales enablement
- > Create new campaign concepts and guidelines for implementation
- > Verify sources and annotate documents

2008 - 2011

### DraftFCB

Associate Creative Director

2006 - 2008

### Razorfish

Senior Copywriter

2004 - 2006

### Y&R Brands/Wunderman

Senior Copywriter

1999 - 2004

### EuroRSCG 4D/Brann Worldwide

Senior Copywriter

## EDUCATION

### Yale University

Bachelor of Arts in English