

# sarah halle

yes, with an 'h'

bio:sparknotes.edition

strategic / digital / creative  
unicorn  
los angeles vibe  
new york state of mind  
boston sports fanatic  
wry as bourbon  
sought after for comedic relief  
evolutionary milestone  
pursuant




## skills

creative strategy  
conceptual creative  
influencer engagement  
social media best practices  
millennials  
photography

## info

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Broomfield, CO 80023

social  
 sarahhalle  
 sarah.h.aglar

education  
boston university, '08-'12  
bachelor of science, comm  
concentration, pr

## experience

### current | vermilion design + digital

#### *ASSOCIATE CREATIVE DIRECTOR, COPY | JULY '19-PRESENT*

- lead development, delivery, and execution of branding and integrated marketing for clients including Bonterra Wine, New Belgium, Choice Tea, Obrigado, and more
- lead creative development for new business opportunities
- own the development of all copy (web, social/digital, broadcast, print) and serve as the point person to review additional copy provided by freelance talent and/or fellow internal writers
- serve as social creative and influencer expert and point person across all accounts

#### *COPYWRITER, CREATIVE STRATEGY | MARCH '17-JULY '19*

- conceived and implemented integrated campaigns for national brands including 34 Degrees Crisps, TeaWell, City of Boulder, Purina, and more
- developed brand identities for Bonterra Wine, New Belgium, Choice Tea, and more
- established a unified creative strategic approach for all client work
- wrote copy utilizing channel best practices (social, ad, digital, web)
- served as social creative and influencer expert and point person across all accounts

### past | weber shandwick

#### *COPYWRITER, CREATIVE | AUG '15-MARCH '17*

- integrated creative lead on IHG (intercontinental hotels group) portfolio, including lead creative on holiday inn social/digital AOR assignment
- lead the development of new HI social/digital brand strategy which earned significant brand lift
- strategic creative deputy to tom beckman, lead of weber shandwick's global creative collective to help instill a new multi-channel creative approach
- developed multi-channel campaigns that spanned across digital, social, media partners & earned media
- wrote copy utilizing channel best practices (social, ad, digital and editorial) for brands including degree women, nike, chobani, unilever, fisher price
- conceived, pitched and implemented strategic 360 degree campaigns for brands including hanes, intercontinental hotels group, hellmann's

#### *ACCOUNT EXECUTIVE | JUNE '14-JUNE '15*

- lead top tier, national influencer activations - planning, activation, management and measurement - for major brands expanding into the millennial market via social media, including: chobani, nike
- crafted opportunities for global brands to intersect meaningfully in real-time pop culture moments identified via social listening
- prepared rationale, risk assessment and specifics on how to engage to brand teams
- wrote copy for digital & multi media campaigns for fisher price, chobani, degree women

#### *ASSISTANT ACCOUNT EXECUTIVE | JUNE '13-JUNE '14*

- developed strategic concepts and tactical executions for major new product launches, including chobani, nike spring/summer apparel and footwear, oreo thins
- selected for the integrated concept planning team to implement weber shandwick's multi-channel creative approach on major assignments
- established and manage media and influencer network partnerships