

# Sarah Sweeney

ASSOCIATE CREATIVE DIRECTOR

## CONTACT

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SWEENEYPROJECT.COM

## SUMMARY

As a digital product and marketing industry nerd, I've helped shape brands and experiences using clear, captivating copy.

## EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR - *MERCEDES BENZ USA*

MERKLEY + PARTNERS | 2023 - PRESENT

### SENIOR COPYWRITER - *MERCEDES-BENZ USA*

PUBLICIS GROUPE | 2017 - 2023

- Defined and evolved the eCRM track into an award-winning, world-class program for Mercedes-Benz, Mercedes-AMG and Mercedes-EQ
- Sets the tone and voice for Mercedes-EQ on all platforms
- Responsible for creating award-winning work from concept to production
- Functions as the creative lead on multiple work tracks, spanning web, app, video, campaign, digital display, pitch and business development decks
- Delivers clean, professional copy that is on-brand, contributing to a powerful and effective customer experience
- Collaborates with design team and clients to produce captivating work

### COPYWRITER - *MESSAGE ENVY*

PUBLICIS GROUPE | 2016-2017

- Concepted, scripted and executed tent-pole social media campaign, *Train Like A Pro*, to launch new services
- Expanded social collaborations with MLB and PGA brand ambassadors

### CREATIVE LEAD, COPY - FREELANCE

VARIOUS

- Cultivates compelling and effective brand voice across eCRM, social and web platforms in beauty, pharmaceutical, wellness and CPG spaces
- Establishes brand guidelines, messaging and content strategy

### AWARDS

MediaPost EIS *Best Newsletter* | Mercedes-Benz USA | 2021

Return Path *Best Email Series* | Mercedes-Benz USA | 2019

American Advertising Federation *Best of Show Addy* | Message Envy | 2018

## EDUCATION

### PACE UNIVERSITY

BA | Communication & Marketing

### UPRIGHT CITIZENS BRIGADE

Improv | 2014

### SCHOOL OF VISUAL ARTS

Advertising, copy | 2018

### MAGNET THEATER

Storytelling & Improv | 2012

## SKILLS

- Figma
- Mural
- Google Suite
- Microsoft Suite
- JIRA/Confluence
- Final Draft
- Slack

## EXTRAS

- Featured in McSweeney's humor anthology, *Keep Scrolling* (2019)
- MOTH StorySLAM Champion
- Voiceover Actor
- Host of *Latchkey Kids* podcast
- Published in NYT & Huffington Post
- Former assistant to Angela Lansbury