

Sarah Sweeney

ASSOCIATE CREATIVE DIRECTOR

CONTACT

SARAH.A.SWEENEY@GMAIL.COM

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

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

COPYWRITER - MASSAGE 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

J.D. Power's #1 Luxury Automotive Brand website | Mercedes-Benz USA | 2023

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

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

American Advertising Federation *Best of Show Addy* | Massage 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
- Seasoned Voiceover Actor
- Host of *Latchkey Kids* podcast
- Published in NYT & Huffington Post
- Former assistant to Angela Lansbury