

sarah henry
copywriter

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justcallmeshenry.com
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will tell brand stories for **coffee + praise**

oct 2017 – present

copywriter – quicken loans, detroit

- Lead writer for the internal Brand & Sponsorship team.
- Played an integral part in concepting and creating major campaigns for Rocket Mortgage and internal channels.
- Helped to improve brand social interactions, spread to new platforms and utilize social in unique ways.

may 2015 – aug 2017

intern -> jr. copywriter | campbell ewald, detroit

- Ideated, cast and produced a commercial for a national client.
- Assisted in multiple new business pitches.
- Creative concepting across radio, tv, print, ola, seo and ooh.

Clients: Travelocity, OnStar, Valero, Kaiser Permanente, Country Inns and Suites, MotorCity Casino Hotel, the Detroit Lions.

aug 2016 – jan 2016

intern – smz, troy

- Helped create an award-winning campaign for a local client.
- Creative concepting across radio, tv, print, ola, ooh and other media.

Clients: Michigan Lottery, SVS Vision, Belle Tire, the Detroit Red Wings.

education

advertising design (bfa)
college for creative studies
2013 – 2017

psychology (bs)
wayne state university
2010 – 2013

awards

telly – gold, silver, bronze
one show – merit
midas – certificate x 2

accolades

rock honors award recipient
internal, 2018 – 1 of 10 awarded

sme panalist
internal, 2019 creative summit

featured marketing presenter
internal, 2018 + 2019 take your
kid to work day

made will arnett laugh once

references available

