

sarah henry
senior copywriter

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will tell brand stories for **coffee + praise**

oct 2017 – present

copywriter -> sr. copywriter | rocket mortgage, detroit

- Lead writer for the Brand & Sponsorship team.
- Played an integral part in concepting and creating major campaigns for Rocket Mortgage including the 2020 and 2021 Super Bowl campaigns, resulting in #5 and #1 and 2 on the Ad Meter respectively.
- Improved brand social interactions by 144% over the past year, encouraged brand spreading to new platforms and utilizing social in unique ways.

may 2015 – aug 2017

intern -> jr. copywriter | campbell ewald, detroit

- Ideated, cast and produced commercials for national clients.
- Supported multiple new business pitches, won new work.
- Creative concepting across radio, tv, print, oia, 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, oia, 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

ihaf – gold
d show – silver x2
telly – gold x3, silver x5, bronze x3
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, 2018-2021 take your kid
to work day

made will arnett laugh once

references available

