

# SARAH CARPENTER

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## **Core Competencies and Awards**

- Emmy Award Winner, FOX's The Simpsons
- Marketing/PR Strategy and Execution
- Community Outreach, Events Management
- Creative and Technical Writing
- Project Management
- English and Spanish Language Fluency

## **Professional Experience**

***Spartan Innovations, Michigan State University Research Foundation – Grand Rapids, MI***

**11/2022 to Present**

**Writer**

- Write grants, press releases, and feature stories about high-tech, high-growth startups. Business types include interactive retail, project management SaaS, international pay apps, social networking apps, oxygen therapy devices, InsurTech, collaborative AI solutions, Esports production, local food movement catalysts, coin grading, music promotion, clinical concierge services, mobile pet care, air quality sensors, wheelchair, and ambulatory transportation, virtual reality in MedTech, UV-spectrum-based disinfection and sterilization, automotive social platforms, municipal data solutions, tire-changing robots, eco-friendly marine chemicals, thermoelectric seating systems, cool cardioversion, and more.

***Sarah Says – Grand Rapids, MI***

**7/2022 to Present**

**Writer**

- Produce engaging B2C and B2B content for clients in the public and private sectors, including universities, advertising agencies, dental practices, physician groups, job seekers, engineering firms, entertainment production companies, startups, and entrepreneurs.
- Research, write, and optimize content with SEO and keyword integration and adhere to content marketing best practices in all my work. Collateral planned and produced include websites, landing pages, blogs, articles, print and online features, profiles, cover letters, resumes, proposals, presentations, newsletters, and reports.
- Topics covered include disaster case management, homelessness, the housing crisis, racial disparities in small business financing, job hunting, wastewater solutions, virtual reality, digital fashion, industrial training, college recruitment, the military, non-profit leadership, oral care, sports supplements, blood health, disease prevention, metastatic cancer, cytopathology, bone marrow biopsy, and the opioid epidemic.

***Michigan State University – Grand Rapids, MI***

**6/2021 to 7/2022**

**Writer/Research Assistant, College of Human Medicine**

- Produced impactful creative and technical content to boost recruitment for multi-year, multi-million-dollar grant, MI CARES. In my tenure, participation in the MI CARES program grew by 54%.
- An article I wrote for the Journal of the American Medical Association garnered such strong interest that it was selected to be published within 18 days of submission and went live on their website less than a month later, generating nearly 6,000 views to date. The review process alone typically takes several months.
- Independently designed and developed 14 impactful eLearning courses for use by physicians and medical students nationwide.
- Managed content planning, creation, and measurement for websites and social media accounts about the grant. One organic post garnered over 2,500 reactions.

**Corewell Health – Grand Rapids, MI**

**10/2019 to 6/2021**

**Crisis Communicator, System Command Center 09/2020 to 6/2021**

- Facilitated cross-collaboration and enterprise-wide communications as key contact for frontline staff at the height of the COVID-19 pandemic.
- Escalated and reported emergent problems, and leveraged internal networks and labor camps for resolutions, resulting in policy creation for the health system.

**Administrative Coordinator, Resource Center 10/2019 to 09/2020**

- In this floating position, I supported senior leaders and their teams in clinical and non-clinical settings. I was promoted to a non-floating position when the COVID-19 pandemic began.
- Assignments included COVID-19 crisis communications in the System Command Center with the Business Assurance team, web development for the Executive Director of the Visiting Nurse Association, project management for the Chief Legal Officer, executive assistance to the Senior Vice President of Human Resources, new nurse onboarding and payroll for the HDVCH Emergency Department, and database management with Medical Credentialing.

**Highland Group – Grand Rapids, MI**

**11/2018 to 05/2019**

**Writer**

- Produced integrated written and visual content for international corporations and non-profit organizations across a variety of brands and industries.
- Collateral planned and produced included: books, websites, landing pages, email campaigns, press releases, print and digital advertising, social media pages, Google ads, mailers, speeches, blogs.

**Vanderbilt University Medical Center – Nashville, TN**

**02/2012 to 10/2018**

**Outreach Manager, 08/2016 to 10/2018**

- Recruited over 6,000 people to the genetic research program, SPARK for Autism, earning my team \$500,000 in project funding.
- Led cross-functional teams, made critical marketing decisions, and spearheaded partnerships with the U.S. Armed Forces, state governmental agencies, advocacy groups, academic institutions, community organizations, and retail outlets to exceed sponsorship goals.

**Project Coordinator, 02/2012 to 07/2016**

- Designed and developed marketing communications campaigns for an internal audience of 25,000 and externally for the global market.
- Managed an event space with more than 150 annual reservations, overseeing all bookings and leading guest experience.

**Metropolitan Nashville Public Schools, Certified Substitute Teacher (K-12)**

**2010–2012**

- Led honors Spanish classes as a highly sought-after bilingual educator in the inner city.

**Great American Country Television, Digital Marketer & Promoter (Contract Assignment) – Nashville, TN**

**2008-2010**

- Developed and managed music marketing campaigns for global audiences (Top 50 Videos of the Year, Songs of the Year, NASCAR Sound and Speed), increasing web traffic by 300% in my tenure.

**Ten Ten Music Group, Promotions Manager – Nashville, TN**

**2006-2010**

- Represented international clientele (Keith Urban, Alan Jackson) at industry events, live performances, recording sessions, and music festivals. Developed multimedia campaigns for the promotion of singles, albums, and special events.

**Orbison Records, Marketing & Promotions Coordinator (Contract Assignment) - Nashville, TN**

**2006-2007**

- Created and executed promotional campaigns for Roy Orbison's induction into the Rock and Roll Hall

of Fame, and independently managed his international fan club.

***Country Music Hall of Fame and Museum, Marketing & Communications Coordinator - Nashville, TN  
2006***

- Managed the design and production of advertising collateral, created digital marketing campaigns, and wrote copy for event brochures and invitations, signage, and press releases.

***Country Music Television (CMT), Production Coordinator (Contract Assignment) - Nashville, TN  
2005***

- Arranged on-camera interviews with the media for celebrity talent, set up green rooms backstage at concerts and managed vendor relations.

***FOX Television / The Simpsons, Emmy Award Winning Production Coordinator - Los Angeles, CA  
2002-2005***

- Earned an Emmy Award while supervising over 100 creatives and monitoring all artwork produced for each episode of the longest-running TV series in history.
- Reviewed scripts and storyboards for creative precision, tracked weekly budgets, facilitated executive meetings, and developed a database archive for series artwork history.

***FOX Television / Futurama, Production Assistant - Los Angeles, CA  
2001-2002***

- Produced all storyboard edits requested by directors prior to shipment overseas for final animation.

***Warner Brothers Film / X-Men, Production Intern - Los Angeles, CA  
2000-2001***

- Supported executive and creative staff on the first franchise film and created internship development programs.

**Technical Skills**

- Figma, Adobe Creative Suite, Adobe Creative Cloud, Google Analytics, WordPress, Articulate 360, Canva, Grammarly, Camtasia, Google Drive, SharePoint, Mailchimp, Bitly, Visio, Microsoft Office Suite

**Education**

- Michigan State University, East Lansing, MI - Bachelor of Arts, Journalism and Spanish