

2023

behance.net/sarahknightonline

sarahknight.online

personal website

Sarah Knight

sarahknightonline@gmail.com

(313) 682-4482

Copywriter/

professional summary_*

As an experienced copywriter with a strong background in compliance work, I am adept at creating compelling marketing campaigns and executing brand voice across multiple communication channels.

With a diverse range of skills, from SEO copywriting to digital development, I have collaborated closely with legal review, conformity assessment, and brand fidelity teams to ensure brand consistency and accuracy.

My skills have been honed through years of experience working with a variety of clients, both national and global, and I believe my creative direction and strategic approach make me an asset to any organization.

education_*

_College for Creative Studies
BFA Advertising: Copywriting 2016

_Wayne County Community College
Associate of Science 2012

experience_*

UL Solutions

2022/2023

Copywriter

- Key role in executing the brand voice through marketing and communication channels to drive business goals.
- Responsible for writing a wide range of campaigns and collaborating with teams across multiple cohorts on topics such as:
 - Sustainability
 - Manufacturing
 - Laws, standards, regulations
 - Global medical device and IVD compliance
 - Various SaaS products
 - Testing, inspection, and certification services
- Manage timelines, conduct research, edit, and proofread for brand activation, accuracy, and consistency.
- Worked in close collaboration with legal review, conformity assessment, and brand fidelity teams.

The Round Table Agency

2017/___

Founder

- Creative powerhouse specializing in identity systems.
- Services include branding, websites and digital development.

The Yaffee Group

2016

Copywriting Intern

- Creative contribution for clients such as MiPage DNR, Grand Home Furnishings, and the Arch Dioceses of Detroit.
- Worked on internal projects such as writing for The Yaffe TidBits Blog and creating content for their new website, including copy, radio and video scripts, white papers, and case studies.

McCANN

2015

Copywriting Intern

- Creative contribution for national and global clients such as ALDI, Ameriprise Financial, General Motors, MGM Grand, Pure Michigan Business Connect, Pure Michigan, and internal agency projects.