

Sarah **k**night
copywriter

T A B L E O F C O N T E N T S

introduction

about

experience

mobile applications

logotypes

social media

websites

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Words define brands, but the art of copywriting is about creating a

feeling

It's about a script that leaves you

speechless

It's about using the science of persuasion to

intrigue

It's the methodology behind a moment that feeds your

soul

It's a voice that inspires

action

It's messaging that gets

results

feeling

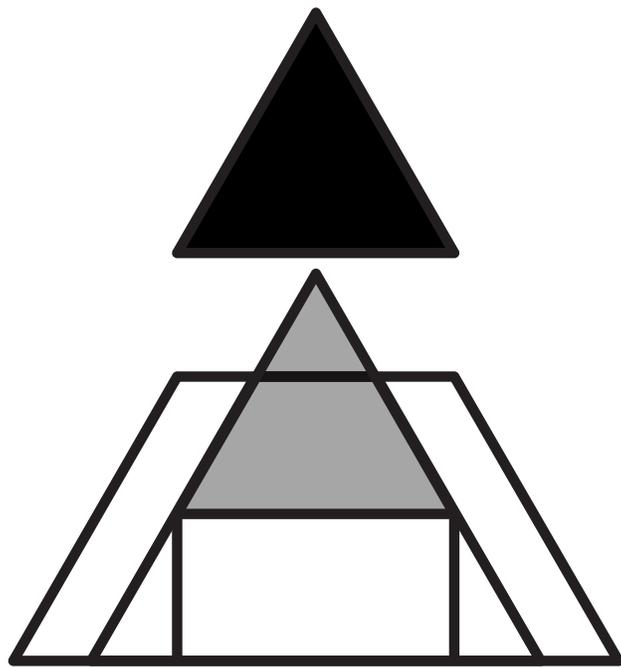
speechless

intrigue

soul

action

results



A B O U T

Sarah's widely-cultured perspective allows her to see beauty and potential in the most unexpected places.

Her realm as a copywriter spans far beyond writing words.

She has many interests and has built a multifaceted toolbox to express herself.

With an open mind, she will try anything in her arsenal to inspire, compel and intrigue.

Sarah loves to travel and currently lives in Metro Detroit where she runs

The Round Table Agency and gardens in her spare time.

December 2017 - Present

The Round Table Agency

A start-up creative digital agency that provides a voice to your business through collaborative branding and design.

February 2017 - April 2018

London Square

Copywriter, Marketing Coordinator.

Define and execute digital, social media, and marketing strategy for London Square and it's partner companies.

Creative website design, content, copy, logos, branding.

May 2016 - December 2016

The Yafee Group

Copywriter, Creative contribution for clients such as:

MiPage DNR, Grand Home Furnishings, and the Arch Dioceses of Detroit.

Yaffe internal projects such as: writing for The Yaffe TidBits Blog and creating content for their new website. Including:

copy, scripts, white papers and case studies.

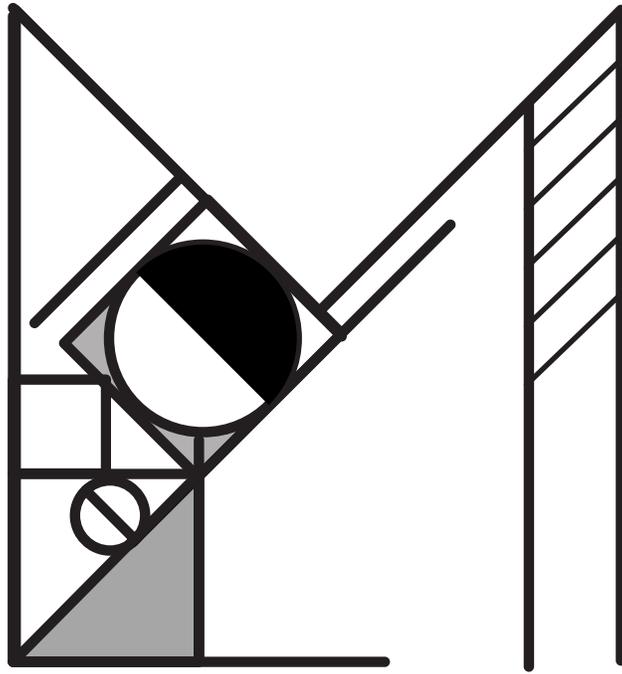
June - August 2015

McCANN

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.



MOBILE APP

Mobile branding and marketing strategies use interactive storytelling in micro-moments to help a user find an answer to their question, find somewhere to go, find something to do, or buy something — as fast as possible. This not only guides the customer journey but also builds relationships and value for your brand.

VISIT DETROIT

THE **CHALLENGE**

Create an app prototype to showcase your city using this Adobe XD icon kit.

THE **IDEA**

To help support Detroit's local art and music scene by creating an app that helps you find all of the best spots when you visit Detroit.



THE **RESULTS**

No 1 viewed app in Behance with 1910 views in 10 days.
No 1 in votes with 477 thumbs up.
More than 40 compliments.

VISIT DETROIT →
The Story

VISIT DETROIT →
Behance

VISIT DETROIT →
Adobe XD

SK

DESIGN
PROCESS
RESULTS

THE **CHALLENGE**

The customer was opening a mobile pet grooming business for all different kinds of pets and needed a company name, logo, and an app.



THE **IDEA**

Make the app a one-stop-shop for all pet necessities.

THE **RESULTS**

We took a holistic view of caring for pets and created an app that makes keeping your pet healthy and happy, easy. There is a convenient appointment booking application, a vet finder, dog park locator, and resources for answering health questions.

PAW WASH →
The Story

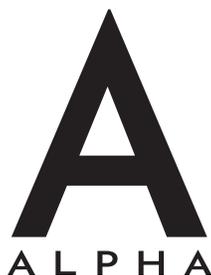
PAW WASH →
Adobe XD

SK

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THE **CHALLENGE**

Brooklyn's go-to sneaker hub needed an upgrade for their digital playbook. They did not want an ordinary e-shop.



THE **IDEA**

Make shopping about more than scoring a limited edition pair shoes.

THE **RESULTS**

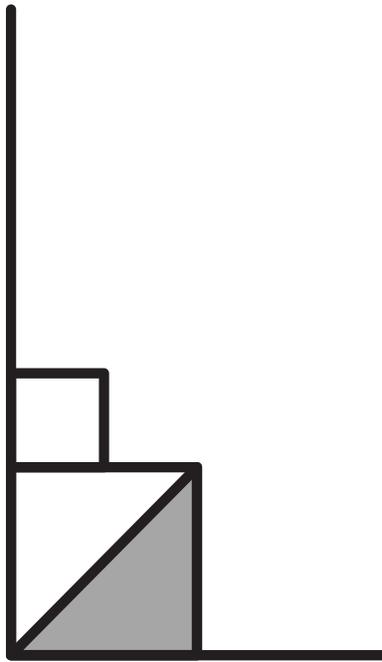
Mobile is the main way that people shop and connect with brands, so we tapped into their most obsessed customers and activated a sneaker community.

*We are still under design and construction with NDA, so we can only show a few screenshots from the app.

ALPHA SPORT →
The Story

ALPHA SPORT →
Adobe XD

SK



L O G O T Y P E S

The art of narrative in an inch.

The art of visualization.

The art of a huge dream and expectation.

LOGOS



absolutely
fabulous
caffè

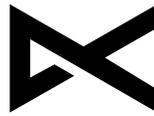


MOVE
LAUGH
LIVE

FA caffè

LA vibe

move laugh live



AGENDA
CRAFTS



VISUAL CHAT

resolve at work

agenda crafts

visual chat



SAMUEL CASLICK
CREATIVE



A Z Z I O N S K Y



puppy
playdate

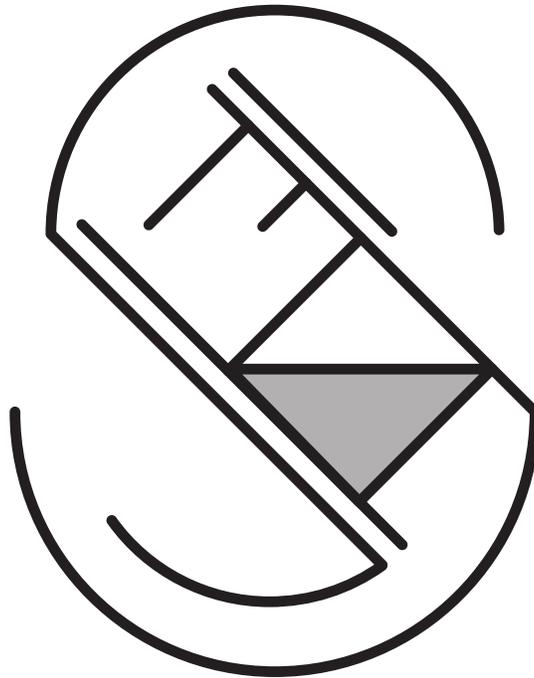
samuel casuck

azzionsky

puppy playdate

LOGOFOLIO 2018

Video



S O C I A L M E D I A

Creative bravery is about not letting the constraints
of social media kill the story.

People can experience stories anytime, anywhere.

Which is why experimentation is the key.

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We need **Chaos**.
Chaos creates unexpected encounters.

It's the power in surprise.

For spontaneous coalitions generate new ideas.

Never stand still in this evolving market. Embrace the disorder.

Changes create opportunities.

The key is keen observation and quick perception

to stay ahead of the competition.

Keeping a solid base of new technology and talent is important but put

your focus on imagination and the bravery to create...

experiment, succeed, fail... always keep trying.

Always keep moving forward. Reach out.

Create something essential to communication.

Create to facilitate human connection.

Truly upstanding work should be the result of shared experience.

Together we can achieve the impossible. Motivate people

and empower them to deliver the unexpected.

Chaos energizes the challenges we face and the

creativity we use to solve those problems is the fuel

powering non-stop innovation.

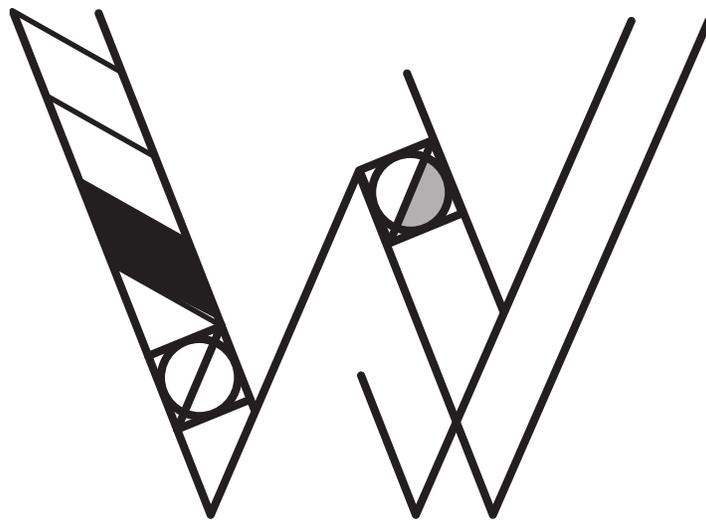
We love what we do and we know what we do-

We **connect** people to their **future**.

SOCIAL MEDIA ↘

Video

SK



WEBSITES

A website can be more than an online billboard.
It can become a valuable expression of who you are.

ROUND TABLE



we connect people to their future.

The Round Table is my heart.

I had dreamed of having my own business for so long and when

we sat down to make the website it was a labor of love.

We struggled over every piece of writing, design or code

to make sure it was absolutely perfect.

So many ideas came to fruition in a harmony from

typography, colors, and copywriting.

Round Table 
digital agency

SK

MELANIE STERN



M E L A N I E
S T E R N

recruiter.writer.consultant
on diversity and culture.

We chose a minimal look with a lot of negative space
and strong typography to showcases her offerings
while highlighting her sassy personality

Melanie Stern 
digital agency

SK



We implement **human** ideas in **digital** models.

From large companies to start-ups, we are involved in the development of various services, web, applications, trademarks, advertisements, printed material and other activities.

This website was inspired by the design on a wine bottle. We used a mathematical equation to create the spiral on Illustrator and then used the design to create the circular animation throughout the website

thank you!

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Bē in SK