

SARAH GENTIL

SENIOR COPYWRITER

(309) 613-1360 | sarahgentil622@gmail.com
sarahgentil.com | Milwaukee, WI

SKILLS

- Copywriting & Ideation
 - Presenting & Storytelling
 - Creative Direction & Collaboration
 - Workload Management
 - Experiential Marketing & 360 Campaigns
 - SEO & Platform Best Practices
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EXPERIENCE

Senior Copywriter + Creative Lead | SRW Agency | Chicago, IL
2021 - Present

Collaborate with departments to develop strategic concepts
Ideate and serve as Creative Lead on priority projects
Produce creative brand campaigns from concept to completion
Develop unique brand messaging for each client and audience
Translate brand voice into effective and engaging copy
Lead creative presentations and pitch incremental work to clients

Senior Content Writer | Cramer-Krasselt | Milwaukee, WI
2019 - 2021

Conceptualized integrated, 360-degree experiential campaigns
Created cohesive, holistic content to meet brand strategies and brief
Wrote copy for a variety of media including video, out-of-home, experiential, storyboards, earned media, website, print, social, and events
Researched trends, audiences, and insights to inspire messaging
Lead client presentations and day-to-day client communications

PR/Social Manager | Cramer-Krasselt | Milwaukee, W
2017 - 2019

Social Media Manager | EPIC Creative | Milwaukee, WI
2016 - 2017

EDUCATION

Bachelor of Arts | Marquette University
2012 - 2016 | Advertising & Public Relations