

SARA ROCHMAN

COPYWRITER

CONTACT

 sararochman@gmail.com

 sararochman.com

 linkedin.com/sararochman

 san francisco

EDUCATION

University of Michigan

Ann Arbor, MI

B.A. Psychology (2017)

Creative Writing Minor

AWARDS

2022 Telly - Gold - Craft, Regional TV

(Toyota Mission Incredible)

2021 Side Show - Bronze - Writing

(Coat Check)

SKILLS

Broadcast, Digital, & Print Copy

360 Campaign Concept & Strategy

Short & Long-Form Writing

Internal & Client Presentations

Audio Editing & Talent Direction

OTHER TALENTS

Downhill Skiing

Digital Illustration

Embroidery

Meme Connoisseur

Can Spell "Connoisseur"

EXPERIENCE

SENIOR COPYWRITER

AKQA | San Francisco | June 2021 - Present

- Copywriting and concepting for retail marketing campaigns while embedded in Apple's Marcom team.
- Digital work is translated into 20+ languages and reaches a global audience.

COPYWRITER

H&L Partners | Oakland | July 2017 - June 2021

- Wrote copy and creatively concepted on campaigns spanning social, digital, broadcast, and print.
- Provided feedback and direction for junior copywriters and interns.
- Clients: McDonald's, Toyota, AAA, VSP, Missouri Department of Tourism, and Oakland Museum of California.

STAFF WRITER

The Black Sheep | Ann Arbor | Feb 2014 - Feb 2017

- Wrote articles for the University of Michigan chapter of the national online satire website.
- Helped manage content strategy and biweekly planning meetings.
- Several of my articles received record click and share rates.

VOLUNTEER WORK

CRISIS COUNSELOR

Crisis Text Line | Remote | May 2021 - Present

Via text, I engage with individuals in crisis. The goal is to take them from a 'hot moment' to a 'cool calm' through active listening, collaborative problem solving, and safety planning.