

Sarah E. Miller

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Objectives

To create exceptional copy, fully develop copywriters, test new ideas, and collaborate with others to produce memorable pieces of marketing online and through direct mail.

Successes

Trained four associate writers (two are now senior copywriters) and four interns since 2007.

Created an interactive test in 2008 that became the company standard for all subsequent online quizzes, as it produced a 17% lift over a control test.

Brought back a sweetener idea from the 2009 South by Southwest Conference which was turned into a test for four clients and beat the control by 22%.

Led a new communication stream and product for clients spanning an 18-month timeframe.

- Development included paper and online creative, data, link tracking and process set-up, copy review and information distribution to teams.
- The program is ongoing and so far has grossed \$800,000 in its pilot phase.

Have led 45 interviews in person or over the phone with signers of our communications (deans of admission, vice presidents of enrollment, etc.) to gain insight for teams to use in future content.

Work History

Royall & Company

Senior Copywriter, Dean Interviewer and Copy Resource June 2011 – Present

- implement and give direction to teams about new initiatives on differentiation and upcoming product development as part of the company's Marketing Strategies group
- write standard copy for new products in direct mail, online, tablet and mobile devices, ensuring the user experience is consistent and clearly defined
- interview college deans to ensure their authentic voice is appropriately used in our products
- review and edit work of 16 copywriters and suggest future development opportunities for those looking to expand their roles within the company

Senior Copywriter and Trainer October 2008 – June 2011

- devised new ideas for testing related to our target audiences by contacting them via letters, Facebook ads, email messages, applications hosted on client websites and text messages
- trained associate copywriters and interns in direct marketing best practices, creative writing and company process, with particular emphasis on internal programs and team/client structure
- due to my knowledge of html and internal programs, became a copy and web resource during the company's transition to a new internal application system in 2009. This included providing support and training for 10 teams to ensure quality standards were being met

Copywriter**February 2005 – October 2008**

- created online and paper brochures, offers and sweeteners that would be of interest to high school sophomores and juniors and their families
- wrote letters and email messages clearly driving students to inquire for more information, respond to invitation programs, apply for admission and pay enrollment deposits
- incorporated input from clients and revised existing copy while maintaining strategic integrity to ensure the highest response rate possible

Virtus Marketing**Copywriter/Account Management Specialist****June 2004 – February 2005**

- wrote copy, edited and proofread content for internal website and two additional websites in highly intense start-up company atmosphere that supported America Online and MapQuest
- created white papers and proofread all outgoing documents as well as internal company marketing materials used for tradeshow and other business development projects
- was team leader over 11 representatives which increased my managerial knowledge, listening skills and team-building techniques
- launched and continued monthly production of company newsletter, combining information from our headquarters and our secondary site
- offered courteous and prompt service while meeting each client's needs, including assisting with new and current ad orders and changes, billing inquiries and ad performance

Christian Children's Fund**Donor Services Representative****August 2002 – February 2004**

- educated sponsors and contributors with telephone and written inquiries regarding their donations and provided information about their sponsored children and programs
- reviewed new advertising and marketing materials for messaging and user experience testing
- tested and provided alternative solutions for a new computer application for internal database
- multi-tasked in a high-stress environment while maintaining donor satisfaction and identifying the best solution for each problem that arose

Education

Interactive Marketing Institute, School of Business, Virginia Commonwealth University
-Graduated with Direct Marketing Certification

Bachelor of Arts from Virginia Commonwealth University
-Graduated cum laude with a major in English

I'd love to send you samples of my work. Please contact me at the number or email address above for more information to see whether I'd be a good fit for you and your company's needs.