

2020

behance.net/
sarahknightonline

sarahknightonline
personal website

Sarah Knight

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Copywriter/®

education_*

_College for Creative Studies

Bachelors of Fine Arts: Copywriting 2016

_Hubspot

Social Media Certified 2019

_Hootsuite Academy

Social Media Marketing 2017

_Wayne County Community College

Associate of Science 2012

what I do_*

I tell stories through
traditional and digital media.
Words define brands, but the art of copywriting
is about
creating a :: feeling::
It's about a script that leaves you
s p e e c h l e s s .
It's about using the science of persuasion
to ænɪʃn!
It's the methodology behind a moment
that feeds your soul.
It's a voice
that inspires **action**.
It's messaging
that gets results.

experience_*

2017/--.

Copywriter / The Round Table Agency

Copywriting, Website & Digital Development, Branding,
Content Strategy, Social Media Marketing & Management,
Storytelling, Creative Direction

2017/2018.

Copywriter / London Square Troy, MI

Defined and executed digital, social media, and marketing
strategies for London Square and its partner companies.
Managed social media team and handled internal + external
communications, including culture building, intranet, websites,
branding, and content creation.

2016.

Copywriting Intern / The Yaffee Group Southfield, MI

Creative contribution for clients such as MiPage DNR,
Grand Home Furnishings, and the Arch Dioceses of Detroit.
Yaffee internal projects such as: writing for The YaffeeTidBits
Blog and creating content for their new website, including
copy, scripts, white papers, and case studies.

2015.

Copywriting Intern / McCANN Birmingham, MI

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.

industry affiliations_*

SMAMi, AAF, ADC, ADCraft, SCBWI



Social Marketing Certification

SK