

SARAH BALAGIA

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310.795.4044

EMPLOYMENT

Omaze, Associate Creative Director

Jan 2020–Present

Part of core team responsible for comprehensive company rebrand; Led direction of new, refined voice, tone and storytelling philosophy; Managed creative direction for dream house giveaways; Developed marketing communications strategy for new business vertical; Delivered assets for brand new website and platform; Served, inspired and uplifted expanding team of seasoned and emerging creative talent.

Marketing Communications Manager

June 2017–Jan 2020

Manage a team of copywriters; Oversee all customer-facing marketing assets, including site copy, performance marketing content, emails and social media; Concept and develop marketing activations to drive engagement and revenue; Collaborate with Product, Design, PR and BD teams to ensure consistency and awesomeness across all customer touchpoints.

Copywriter

Dec 2014–June 2017

Make people smile with words, mostly on the Omaze website and in emails; Serve world changers by motivating communities to support incredible causes; Develop creative, cross-channel marketing strategies and executions; Build, nurture and maintain Omaze's voice and tone.

TiVo, Copywriter

Sept 2013–Dec 2014

Wrote site copy, retail displays and customer emails; Presented headlines for out-of-home, digital and print ads; Developed creative, cross-channel advertising campaigns and marketing concepts; Maintained and evolved the brand's voice.

Freelance, Production Coordinator/Office & Set PA

May 2012–Aug 2013

BACKYARD, 47 Brand
"QUITTERS", Dir: Noah Pritzker
DIGITAL KITCHEN, AT&T/U-verse
POLYCOM, VCM Product Video
DOOMSDAY, UCSF/OME Summit
HARVEST, Orkin
DRIVE THRU, Honda
BACON AND SONS, USA/"Psych"
ÜBER CONTENT, Taco Bell

KCET, Local Heroes Award Show
BRAND IDEAS, Sensa
O POS, Weight Watchers
FASSTAR/NBC, Fashion Star
LIQUID AIR, Subaru
MJZ, McDonald's
HUNGRY MAN, Macy's
SMUGGLER, Chevrolet
HUNGRY MAN, Kmart

ROBOT FILMS, Champs Sports
HUNGRY MAN, Steinlager Pure
PASTIS PRODUCTIONS, "Oh Sit! S1"
PASTIS PRODUCTIONS, "Oh Sit! S2"
BELIEVE MEDIA, Coors Light
DIGITAL KITCHEN, The Cosmopolitan Hotel
BACON AND SONS, USA/"Modern Family"
LONG POND MEDIA, "Beat the Chefs"
HUNGRY MAN, Destination XL

7ate9 Entertainment, Associate Producer/Writer/Office Manager

Jan 2009–April 2012

Created and pitched innovative ad sales/original content ideas for brands; Wrote treatments and ideas for video concepts, tag lines, pitches and show names; Coordinated and tracked assets from client to editorial; Maintained master production schedule of for jobs; Coordinated talent, locations and contracts as needed; Ran casting sessions; Script supervised on set; Wrote scripts for internationally-aired interstitials; Wrote copy for pitch decks; Logged and QC'd internal and external assets; Coordinated and tracked drop-offs and pickups to and from clients; Maintained cleanliness and organization of office.

Production Intern

Nov 2008–Jan 2009

Traveled with crew for documentary web series: acquired talent releases, assisted director and camera operators; Collaborated with writers on story ideas; Delivered DVDs and packages to clients; Updated master project database; Assisted with any and all tasks.

EDUCATION

Santa Clara University, Communication, Film/TV Production

Sept 2004–June 2008