

SARAH ELIZABETH HENDERSON

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WORK HISTORY

Creative Copy Supervisor | June 2021 to Present
Senior Copywriter | December 2017 to June 2021
Advanced Copywriter | January 2015 to December 2017
Copywriter | January 2013 to January 2015
Jack Henry & Associates, Inc., Charlotte, NC

A Creative Copy Supervisor oversees the creation of best-in-class copy for print and digital creative marketing campaigns in the fintech industry as well as technical marketing collateral, while meeting Jack Henry brand standards, adhering to corporate-set style guidelines, and aligning with the Jack Henry brand voice. Initiatives include events from large-scale educational conferences to smaller tradeshow, video, digital, and integrated marketing campaigns. As Creative Copy Supervisor and as Senior Copywriter, I have led the creation of high-profile messaging and framework while reviewing copy direction and assigning team resources, pitching concepts, leading storytelling exercises, and presenting at technology conferences.

Public Relations Specialist at *AdvantaClean Systems, Inc.*
June 2011 to December 2012, Charlotte, NC

The Public Relations Specialist at AdvantaClean writes and edits internally-focused and externally-focused marketing materials including press releases, newsletters, case studies, blogs, and web copy. This position is also responsible for developing automated marketing e-mail campaigns and overseeing the company's corporate social media image.

Contributing Writer & PR Intern at *Charlotte Style Magazine*
May 2007 to July 2010, Charlotte, NC

EDUCATION

University of North Carolina at Charlotte, Class of 2010
Bachelor of Science in Business Administration – Marketing, Advertising

ACCOMPLISHMENTS, ACCOLADES & INVOLVEMENTS

Hermes Creative Awards

Gold, Marketing Collateral/Branding, "Golden Circle 2021 Sea Island Announcement" – 2021
Platinum, Marketing Collateral/Branding, "2020 JHA Golden Circle Announcement" – 2020

Golden Bridge Business & Innovation Awards

Gold, Creative Video, "Jack Henry 'Keep Moving Forward' Conference Opening Video" – 2021
Gold, Best Brochure, "The CARES Act: What You Need to Know to Support Your Small Business Borrowers" – 2020

American Advertising Awards, American Advertising Federation

Gold, Direct Mail, "Traveling Postcards" – 2015
Silver, Collateral, "Aspen Mailer" – 2014
Silver, Collateral, "Golden Circle Announcement" – 2014

Key Content Speaker

Understanding Generations: Millennials; Bancsource Education & Technology Conference
October 2019