

BEN SARGENT

ACD | Senior Copywriter | nail the tone

Ben Sargent
bensarge.com
linkedin.com/in/rbensargent/

Ben is a copywriter who writes branded marketing for advertising agencies and in-house clients

- Senior Copywriter at **Forge Worldwide** (ad agency, Boston)
- Senior Copywriter at **G2** (business software and services, Boston)
- Senior Copywriter at **Marina Maher** (comms agency, NYC)
- Senior Copywriter at **Digitas** (ad agency, NYC)
- Senior Copywriter at **CVS Health** (health and wellness, retail, loyalty)
- Social responses for **Hearts & Science agency** (Social/Glassdoor PR communications)
- Video, Digital, Print, Email, Social, 360 campaigns at **NYC & Co.** (travel, media)
- Social Media Launch, Career Site Rebrand for **Audible Inc.** (media and tech)

Skill Set: *Adobe, Figma, Google Suite, Keynote, MS Word*

Freelance Copywriter, 2016 – present

Forge Worldwide | Agency

B2C/B2B for NFPA (fire & life safety) and HMFP (physicians); paid social, email, YouTube, website, UX copy

G2 | Business Software and Services Reviews

B2B marketing and webinar promos for landing pages, email, paid digital, social

Mind Plus Matter | Agency

Copy support for SomaLogic (life sciences); paid social, email, web, and events

Marina Maher | Agency

Branded content for Teva (pharma); social channels launch, campaign support

Digitas | Agency

Digital assets for Walmart holiday 2021 paid ads for Snapchat, Facebook, Instagram, & banners

CVS Health | Retail and Rewards

Loyalty and Personalization emails, banners, site page relaunch, direct mail

Hearts & Science | Agency

Glassdoor response copy, brand voice and PR

NYC & Co. | nycgo.com, The Official Guide to NYC

NYC Off-Broadway Week and Broadway Week campaigns, Official Visitors' Guide (Fall '18)

HARTE HANKS | Agency

Vitamin B2C facebook ads and email campaigns (post purchase, abandoned cart, mailing list intro)

PEX | Financial tech expense management platform

Assets for targeted B2B email campaigns (blog posts, case studies, landing pages)

KMV Digital | CDPHP healthcare provider portal

UX copy deck with product management & development team

Audible, Inc. | Audiobooks Amazon Company

Copywriting for recruiting team's social channels launch, career site, landing pages, and hiring copy

Related Experience

The Shriver Report *published author "Who Wears the Yoga Pants in Your Family?"* 2013

Studio Six Theater Company *co-founder, non-profit* 2005-2014

Freelance Theater Director NYC 2009-2014

Lee Strasberg Institute *instructor* 2008-2010

EDUCATION

Adhouse & SVA

Advertising Courses

New York, 2011-2013

Moscow Art Theater School

M.F.A. Acting

Moscow, Russia 2005

McGill University

B.A. English Lit and Mathematics

Montreal, 2001