

# SARAH ELIZABETH HENDERSON

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Portfolio: [SarahWilbanks.com](http://SarahWilbanks.com)

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## WORK HISTORY

### **Senior Copywriter & Copyeditor**

*Jack Henry & Associates, Inc.*  
01/13 to Present, Charlotte, NC

A Jack Henry & Associates copywriter/copyeditor creates, edits, and proofreads copy for print and digital creative marketing campaigns as well as technical marketing collateral, while meeting brand standards and adhering to corporate-set style guidelines. Marketing initiatives are centered around the financial industry, and include direct mail and email campaigns, case studies, brochures, event display signage, product briefs, marketing slicks, video scripts, and from-the-president messaging.

### **Public Relations Specialist** *AdvantaClean Systems, Inc.*

06/11 to 12/12, 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 | Public Relations Intern** *Charlotte Style Magazine*

05/07 to 07/10, Charlotte, NC

A contributing writer generates article ideas, conducts interviews, and writes and formats articles for publication. PR interns work with upper-level staff to develop comprehensive marketing campaigns for upcoming local events.

## EDUCATION

### **University of North Carolina at Charlotte**

*Charlotte, NC 28223*  
*Bachelors of Science in Business Administration - Marketing*  
08/06 to 05/10

### **Tecnológico de Monterrey (Semester Abroad)**

*Mazatlán, Sinaloa, México*  
*Spanish and International Business; concentration in Business Marketing*  
06/08 to 12/08

## ACCOMPLISHMENTS, ACCOLADES, AND INVOLVEMENTS

### **American Advertising Awards, American Advertising Federation**

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

### **Belk College of Business Dean's Fellowship Program**

*Active member since 08/09*