



Sara Rosinsky Shiny Red Copy

2806 Whitetail Circle
Lafayette, CO 80026
sara@shinyredcopy.com
863.255.4181
shinyredcopy.com

Freelance Copywriter / Shiny Red Copy / 2000–present

I've named high-tech companies and brands of ice cream. Written ads for banks, taglines for software, and a website for MIT. Hawked baby bathtubs and legal insurance. Created positioning statements for a paper company and a periodontist. And garnered the praise of clients from Florida to California, England to Sweden.

Senior Copywriter / Publix Super Markets, Inc. / 2003–2016

This entailed a surprising variety of work, as I got to write for Publix Liquors, Publix GreenWise Market, Publix Pharmacy, Crispers restaurants, Pix convenience stores, and other entities. I wrote about youth soccer and pro football; guide dogs and kitty litter; catering and cooking classes. Among my creative challenges, I once had to generate a comprehensive list of filthy and offensive words that would trigger an online moderator. But that was unusual. Mostly, I worked with excellent designers to produce all sorts of advertising, packaging, and branding, earning a nice number of accolades and awards.

Pre-Junior to Senior Copywriter / DiBona, Bornstein & Random Advertising / 1990–2000

It happened like this: I was three days out of college, and still had no job. The recession wasn't helping. Thinking quickly and desperately, I hung up posters around Boston announcing my availability for employment. Soon, I was being paid to walk dogs, polish silver, and play Scrabble with a wheelchair-bound old woman. Ultimately, I was offered a position at a small advertising agency. Over the years, the agency grew fivefold and I became a senior copywriter.

My DB&R fond memories and accomplishments include:

- Coming up with an "embarrassing products" promotion for a convenience store.
- Creating, casting, and directing oodles of radio commercials.
- Writing effective ads for mutual funds, washing machines, condoms, baking flour, and much, much more!

Stand-Up Comedian / 1989–1992

There's not enough room here to go into this. I'll just say: It was fun. It was smoky. And I met a most interesting cast of characters. Some went to Hollywood; others went to prison.

Student / 1970–1990

This started with Montessori preschool and ended with a BA (cum laude, my mother would want me to add) from Wellesley College.

A Skill Sampling:

In addition to writing intelligibly and compellingly, I can edit, proofread, and conduct research. I have superb interpersonal and organizational skills. And I can type like the wind.

A Few Facts:

- I grew up in Oklahoma City, but have no accent to betray me.
- I played four years of varsity field hockey in college.
- I do a goodly amount of volunteering. Ask me about the blind pet psychic I used to read to.