

CREATIVE STRATEGIST AND WRITER

# Sara Vale

I am an experienced and well-rounded creative strategist, writer and wellbeing expert. My main focus is on brands, people and projects that want to positively impact the planet, starting locally and sustainably. I am media agnostic, open to learning, and my top skill is to bridge business and creativity, using people's language and empathy.

## Career Highlights

I got a fellowship from the Portuguese Government to work in Cape Verde at a local institute run by UN Women. I've planned the national cross-media campaign for Gender and Equality Violence.

At DDB Mozambique I led the 360 campaign that made mcel number 1 telecoms brand in the country. I won a couple of Loeries by spotting a pre-trend on female empowerment with the campaign 'Super-heroines' for the Mozambique Fashion Week.

At BD London I worked with the CEO putting together a cross-skilled team to rebrand the agency and change culture inside-out.

I was awarded employee of the year as the lead strategist for Arla Global and UK on Shopper and Experiential (Lurpak and Castello Cheese).

I left my agency job to follow my passion projects: create a Wellbeing brand, Pause and Flow, write poetry and travel the world.

I moved back to Lisbon, my hometown, to work as a freelancer and support local brands to find their purpose and be more sustainable.

I advised PAEZ, a global fashion brand launching their new brand campaign in April 2020, the hardest month of the lockdown in Portugal. I was super well-received both internally and externally.

## Core Skills

- Brand Voice
- Communications and Content Strategy
- Audience audit and research
- Uncovering insights
- Trends and culture analysis
- Thought leadership
- Creative Brief writing
- Storytelling
- Mentoring Jr teams

## Contact Details

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# Work Background

- **FREELANCER, REMOTE  
CREATIVE STRATEGIST AND WRITER**

OCTOBER 2017 TO PRESENT

I help good products to become great brands, simple words to become powerful propositions, creative people to have successful businesses. My thinking is Media, model and cliché independent. I instead focus on the challenges to be solved, from naming to positioning, copy to content writing, rebranding to creating a brand from scratch.

- **Paez Shoes**

Brand evolution and positioning; workshops with the senior team on strategic business steps, advise and launch a new global brand campaign on Social Media (FB and IG). Video script and manifesto writing.

- **Unilever, Cleanipedia**

Writing blog articles on sustainability and green products, a project for the Hoxby Collective.

- **Heden, Sustainable Coworking space**

Develop a content strategy for B2B and B2C on Social Media (FB, IG and LinkedIn), lead crowdfunding campaign, develop sustainability pillars and write a brand book.

- **Lisbon Cooking Academy**

Create the brand voice, launch the new blog and develop content Strategy rooted in their sustainability story.

- **PAUSE AND FLOW, LISBON  
FOUNDER AND WELLBEING ACTIVIST**

OCTOBER 2016 TO PRESENT

Creation and development of an online Wellbeing brand based in Lisbon. Naming, development of creative assets, website creation, content Strategy for Social Media (FB and IG), newsletter, events managing, collaborations and partnerships with local, sustainable brands and business aligned with the principle of 'wellbeing for real beings'.

- **CREATIVE AGENCIES, LONDON**

CREATIVE STRATEGIST

April 2014 to August 2016

Key responsibilities: trends and audience insight research, creative brief writing, crafting propositions, comms strategy (customer journey), leading strategic recommendations internally and with clients.

**Blood:** Dove, Unilever

**BD Network:** Arla (Lurpak and Castello Cheese UK and Global), Nintendo

**Geometry Global:** BAT (Pall Mall)

**Mars Agency:** Glaceau Vitamin Water, Grants

- **DDB, MOZAMBIQUE**

SENIOR COPYWRITER for Vodafone, Mozambique Fashion Week and Standard Bank

February 2001-2013

- **UN WOMEN, CAPE VERDE**

COMMS PLANNER, FELLOWSHIP, for the National Gender Violence Campaign

January-October 2010

- **BBDO, Portugal**

From Grad to COPYWRITER, learning agency life inside out and working on banks, retailers and Mercedes-Benz.

February 2007-2009

## Languages

**English :: Proficient**

**Portuguese :: Native**

**Spanish :: Conversational**

## Education Background

- **UNIVERSITY NOVA, LISBON**

JOURNALISM, 2003-2007

- Master in Strategic Communications

- **UNIVERSITY CARLOS III, MADRID**

JOURNALISM AND

AUDIOVISUAL

COMMUNICATIONS, 2006

- Erasmus exchange

- **APG, LONDON**

PLANNING FUNDAMENTALS

- 4-weeks course, 2004

- **HYPER ISLAND, REMOTE**

DIGITAL MARKETING

- Online course, 2019

## Interests

*Magazines, books, people-watching, Yoga&Meditation, dogs, walking, arts, coffee, local markets, real-life conversations, fashion and cinema. More recently, keeping my plants alive and my house nice and tidy.*