

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. I am available for work.

Career Highlights

I got a fellowship from the Portuguese Government to work in Cape Verde at a local institute run by UN Women. I worked on the integrated awareness campaign for Gender and Equality Violence.

At DDB Mozambique I led the 360 campaign that made mcel the number 1 telco 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 being more sustainable.

I advised PAEZ, a global fashion brand, to reposition and launch its new brand campaign in April 2020, the hardest month of the lockdown in Portugal. Sales doubled and brand loyalty raised like in the old times.

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

Email: saragvale@gmail.com | Website: saritavale.com
LinkedIn: www.linkedin.com/in/sara-vale11/

Work Background

APRIL 2021 - CURRENTLY WORK HERE

STRATEGIST, COMON LISBOA

Led Strategy for the key agency clients: Galp, BPI and WOO in diverse campaigns from Social Media to Employer Branding. Strategic development for NB pitches, trends analysis and context adaptation, category and audience research and benchmark.

OCTOBER 2017 TO MARCH 2021

CREATIVE STRATEGIST AND WRITER FREELANCER, REMOTE

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

Unilever, Cleanipedia (The Hoxby Collective)

Writing blog articles on sustainability and NPD.

Heden, Sustainable Coworking space

Content strategy for B2B and B2C on Social Media (FB, IG and LinkedIn), development of a crowdfunding campaign and brand book.

Lisbon Cooking Academy

Creation of brand voice, launch a blog from scratch and development of the content Strategy rooted in their sustainability story and pillars.

OCTOBER 2016 TO FEBRUARY 2021

PAUSE AND FLOW, LISBON FOUNDER AND WELLBEING ACTIVIST

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'.

APRIL 2013 TO AUGUST 2016

CREATIVE AGENCIES, LONDON CREATIVE STRATEGIST

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

FEBRUARY 2011 - FEBRUARY 2013

DDB, MOZAMBIQUE

SENIOR COPYWRITER for Vodafone, Mozambique Fashion Week and Standard Bank

JANUARY - OCTOBER 2010

UN WOMEN, CAPE VERDE

COMMS PLANNER, FELLOWSHIP, for the National Gender Violence Campaign

FEBRUARY 2007-2009

BBDO, Portugal

GRAD AND JR COPYWRITER, learning agency life inside out and working on the biggest banks, retailers and Mercedes-Benz.

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.