

SARAH CASSIDY-WEI / CREATIVE DIRECTOR

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WORK

COPYWRITER/CD, FREELANCE
Delhi, London and Berlin, 2012 - present

APPLE / Helped celebrate the 5th anniversary of the App Store on apple.com. Wrote headlines for advertising and for Apple Premium Reseller marketing kits transcanted for 70+ markets around the world. Gave Apple Education a POV for events and online projects. Did some other top secret stuff too.

AIRBNB / Brought in droves of new hosts with a global print, video and digital campaign. Led creation of OOH, print and digital campaigns to get said hosts all booked up.

BLOCKHEAD / Created an entirely new category of FMCG and led the development of a brand identity, launch and subsequent campaigns and website.

Other clients include Google, Honda, Chevrolet, Orlebar+Brown, Asus, Dewars, Volvo Geely, Just Eat, Garmin and Anna Sui.

SENIOR COPYWRITER, JUNG VON MATT
Berlin, 2010 - 2012

MERCEDES-BENZ / Developed multiple global brand campaigns for the SL and SL AMG.

NIKON / Developed multiple global brand campaigns for COOLPIX and Nikon1.

COPYWRITER, WIEDEN+KENNEDY
Shanghai, 2006 - 2009

CONVERSE / (Re)introduced Converse to China and launched their first three campaigns in Asia Pacific. Created China's first ever rock 'n' roll road trip and supported burgeoning music scenes across the country. Expanded to Indie fans across AP and united these bands from 11 countries.

NIKE / Award-winning work for the Beijing Olympics. Took local ballers to LA for a 6-episode reality show with Kobe Bryant. Brought Ronaldinho to life for football fans.

Educated a billion potential runners before the Beijing Marathon. Introduced Nike athlete training to China.

NOKIA / Created local and global campaigns to win the pitch for W+K.

CONSULTANT, MCCANN ERICKSON
Shanghai, 2006

Created brand identity with ECDs for their new boutique agency Can Create.

EDUCATION

Stanford University, Palo Alto, 2005
Japanese Studies research grant recipient

Stanford University, Japanese Studies Center Kyoto, 2005
Advanced Japanese

University of Chicago, Chicago, 2004
B.A. with highest honors in both History and Cinema Studies

Waseda University, Tokyo, 2002
Intermediate Japanese

VOLUNTEER WORK

Creative Writing Mentor, Ministry of Stories
London, 2014 - 2019

Ran weekly writing workshops for underprivileged young people.

LANGUAGES

Excellent English, once-admirable Japanese, practical Chinese, imparfait French, reluctant German, and pandemic Hindi.

When words fail me, I take photographs.