

Brooke L Sager

Copywriter

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📍 Philadelphia, PA



EXPERIENCE

Contributing Writer (Freelance) January 2011-Present

- Writes and pitches engaging stories for reputable lifestyle publications; drives traffic to websites. Bylines include: **Cosmopolitan**, **Marie Claire**, **Thrillist**, **Time Out New York**, **TripSavvy**, **90+ Cellars**, and **CBSNewYork** (official Mercedes Benz Fashion Week Reporter)

Copywriter (Freelance) December 2014-Present

- Writes on-brand copy (website, product descriptions, blog, press releases, packaging) for various clients; works with founders on marketing incentives. Brands include: **Consolidated Graphic Communications**, **Millennium Salon Software**, **Auburn Jewelry**, **PRZMAN**, **Niucoco Haircare**, **Everyday Botanicals**, **Sarah Swanson Skincare**, and **Athetea**

Senior Copywriter-Digital

PRINTFLY Philadelphia, PA April 2018-January 2019

- Concepted and wrote email campaigns for e-commerce customized apparel brand; constantly monitored copy points to maximize sales
- Managed a team of two writers; edited work before publishing
- Worked with design and marketing on a modernized company rebrand (website, product copy, packaging)
- Brainstormed and wrote editorial copy for blog and social media; performed SEO keyword research
- Concepted and wrote copy for billboard campaigns

Digital Copywriter

MACY'S New York March 2016-April 2018

- Wrote creative, on-brand copy and content for **Macy's** digital platforms (emails, website banners, landing pages, product descriptions, homepage, editorial experiences, sales programs)
- Collaborated directly with art/design, merchandising, and marketing teams
- Managed copy workflow from conception to principal review

Beauty Editor

HARRIS PUBLICATIONS New York July 2011-February 2016

- Wrote and pitched stories for **Celebrity Hairstyles** and **Short Hair** magazines; assembled 25+ issues entirely solo
- Kept up on beauty trends across media channels. Conducted interviews with numerous celebrities and experts
- Collaborated directly with art department in taking projects from beginning phases through completion
- Attended and covered media/press events. Interviewed/managed interns. Wrote copy for and helped launch celebrityhairstyles.com. Organized photoshoots. Coordinated reader contests for print and web
- Requested/tested products and information; maintained beauty closet. Ran the brand's social media
- Maintained contact and close relationships with publicists

Assistant Editor

THIRDAGE.COM New York February 2011-July 2011

- Wrote stories; updated the site daily with links, photos, videos, etc.

Staff Writer

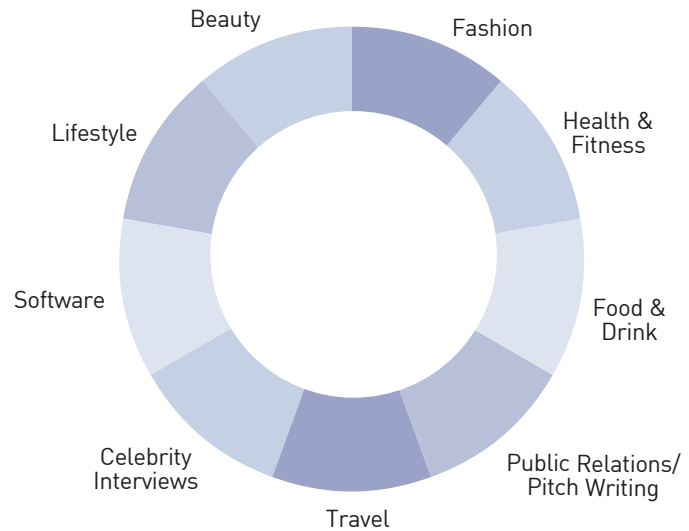
BettyConfidential.com New York July 2010-January 2011

- Wrote daily stories for the site
- Attended product launches and events, i.e. Mercedes Benz Fashion Week

BACKGROUND

Writer and Editor specializing in lifestyle topics. Background in digital and print; long-form and short-form. Additional experience in public relations and social media.

PRODUCT CATEGORIES



SKILL SETS

- Collaborative
- Communication Skills
- Organized
- Creative Thinker
- Conceptual
- Detail-Oriented
- Editorial
- Copywriting
- Digital
- Mobile
- SEO
- Retail
- E-Commerce
- B2B
- Print
- Grammar

EDUCATION

Skidmore College Saratoga Springs, NY May 2009

- BA English, Cum Laude

INTERESTS

