

# Brooke L Sager

Copywriter

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📍 Philadelphia, PA



## EXPERIENCE

### Quil Health (Freelance) February 2019-Present

Writes UX/UI copy for new healthcare app. Creating brand voice; writing copy across all marketing channels. Writes and edits engaging content, quizzes, and surveys to help users on their health journeys

### Contributing Writer (Freelance) January 2011-Present

- Writes and pitches engaging stories for reputable lifestyle publications; drives traffic to websites. Bylines include: **Cosmopolitan**, **Marie Claire**, **Capital One**, **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**, **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](http://celebrityhairstyles.com). Organized photoshoots. Coordinated reader contests for print and web

### Assistant Editor

**THIRDAGE.COM** New York February 2011-July 2011

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

### Staff Writer

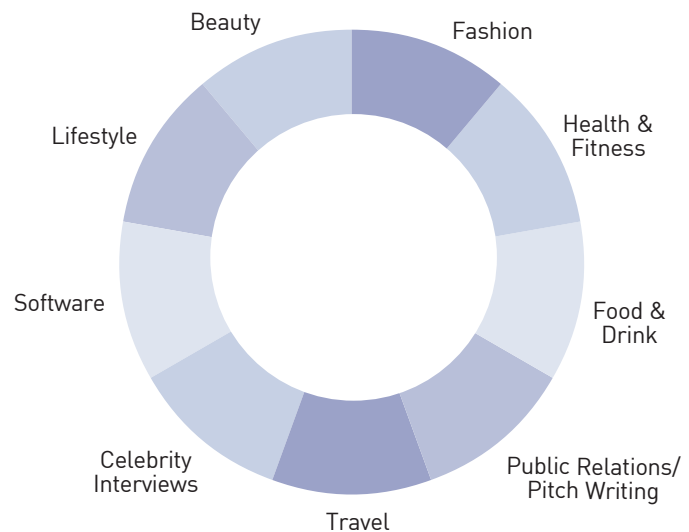
**BettyConfidential.com** New York July 2010-January 2011

- 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
- UX/UI
- Retail
- E-Commerce
- B2B
- Print
- Grammar

## EDUCATION

**Skidmore College** Saratoga Springs, NY May 2009

- BA English, Cum Laude

## INTERESTS

