

Brooke L Sager

Copywriter

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📍 Philadelphia, PA



EXPERIENCE

Senior Copywriter

Think Company (Freelance) February 2020–Present

Writes UX copy (conceptual, long-form, microcopy) for client's financial/insurance internal platform. Collaborates with design and content strategy; presents work directly to client

Senior Copywriter

Quil Health (Freelance) February 2019– February 2020

Wrote and edited copy for digital health platform: UX/UI, engaging user content (articles, quizzes, surveys, videos, etc.), company brand voice, marketing collateral, website, and social media posts and strategy

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, HelloGiggles, Capital One, Stacker, SheKnows, 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: **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), outdoor billboard campaigns
- Brainstormed and wrote editorial copy for blog and social media; performed SEO keyword research

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; collaborated with team on 60+ issues
- Conducted interviews with numerous celebrities and experts
- Attended and covered media/press events. Interviewed/managed interns. Wrote copy for and helped launch celebrityhairstyles.com.

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

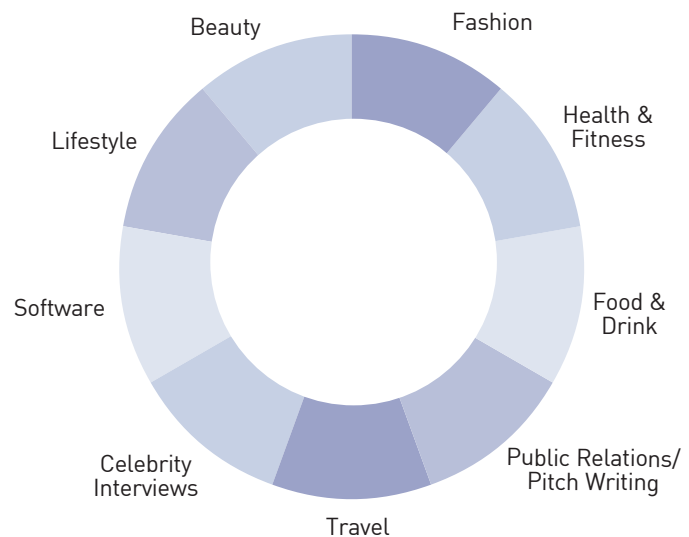
July 2010–January 2011

- Wrote daily stories for the site; attended product launches and events

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

