

Brooke L Sager

Copywriter

@brookelsager@gmail.com 914-391-1546 www.brookelsager.com



EXPERIENCE

Lead Copywriter

Brigeo Hair Care (Freelance) August 2020-Present

Writes and oversees brand copy and messaging across all channels for consistency, voice, and tone (website, email marketing, visual marketing, packaging, paid media ads, social media, blog, communications, etc.); ghost writes copy and scripts for Founder/CEO

Senior Copywriter

Think Company (Freelance) February 2020-August 2020

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: **e.l.f. Cosmetics, Millennium Software, Auburn Jewelry, 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
- Wrote blog and social media copy; performed SEO key 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

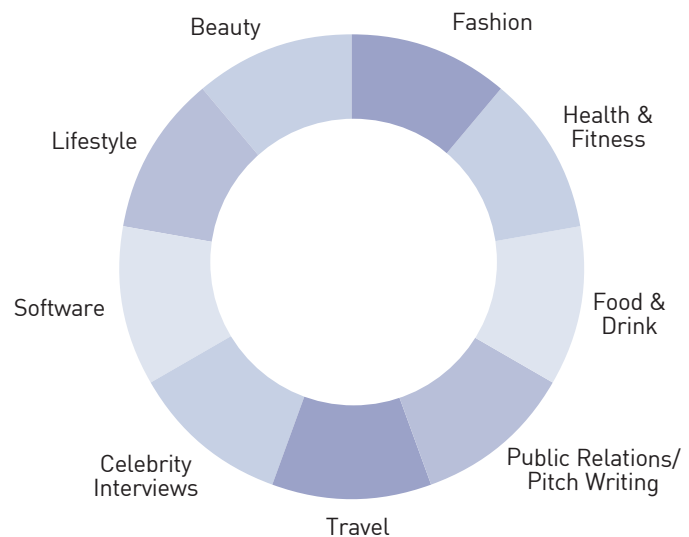
Staff Writer

BettyConfidential.com New York July 2010-January 2011

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

