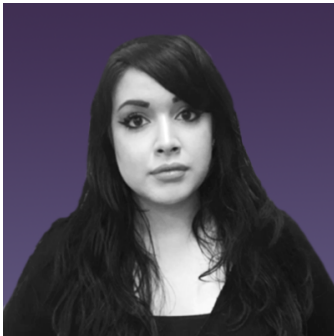


# Sara Elsam

## SENIOR GAMES WRITER

### PROFILE



Hello there! I'm a games journalist, copywriter, and narrative designer seen at Eurogamer, The Guardian, BBC, Variety, Rock, Paper, Shotgun, and Tabletop Gaming.

With over seven years experience, I love both crafting games and bringing them to their audience.

### CONTACT DETAILS



07702168101



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[sara.elsam@gmail.com](mailto:sara.elsam@gmail.com)



[@moogski](https://twitter.com/moogski)

### TECHNOLOGY

- Google Suite
- Trello
- Wordpress
- Microsoft Suite
- Discord
- Slack
- Photoshop
- Premiere Pro
- Notion
- Confluence
- OBS
- HTML/CSS
- Twine

### AWARDS & PROJECTS

#### • DEVELOP 30 UNDER 30

Honorary mention, 2016

#### • HUSH, GAME JAM, RELENTLESS

Designed, managed and wrote 10,000+ words of dialog for an immersive adventure game that won the Game Jam.

### WORK EXPERIENCE

#### PRODUCER & LEAD WRITER

##### THE GAME MARKETER

OCTOBER 2022 -

I currently work full-time and remote with creative video games marketing agency The Game Marketer. Clients previous and ongoing include Humble Bundle, PQube, Embers, Titans, TapNation, Odyssey, BBC, Fenix Fire, Hat Games and more.

- Writing copy (including press-releases, games store pages, social media, websites, presentations, emails and more) for multiple clients across mobile and Steam
- Crafting trailer, animation and content scripts with our visual creative teams
- Creating brand playbooks, customer scripts and ideating and managing community tone of voice and guidelines on Discord and games stores
- Helping clients with in-game writing such as UI, lore and games mechanics
- Games language localisation, culturalisation, testing and feedback for clients, including Titans Entertainment and Pqube
- Writing paid media advertising copy, organising creative batches of video and static content, strategising in approach, and campaign reporting and iteration.
- Ideating and implementing creative assets as part of campaigns to drive user engagement, acquisition, reach and sales via strategies for sales, events and launches across the lifecycle of multiple IPs in mobile, PC and console.
- Creating bespoke social media strategies and social media schedules with copy and assets across Twitter, Instagram, Tik Tok, and Facebook for multiple clients across several gaming sectors.
- Scripting, presenting and videoing UGC-style content for clients

• UNANNOUNCED SCI-FI GAME

Created sci-fi worlds, characters and overarching lore for a sci-fi game that has been indefinitely delayed

SKILLS

Journalism



Copywriting



Community Management



Content Creation



Scripts



Social Media



Project Management



Strategy



Games Writing



Paid Media



Web Design



SEO & Content



Graphic Design



Video Editing



• Creating and implementing various production-based technologies and processes for increased efficiency and results.

• Managing Store pages on Steam, Google Play and Apple.

JOURNALIST, COPYWRITER, GAMES WRITER & MARKETER

SELF-EMPLOYED

REMOTE

APRIL 2017 -

• Pitched, wrote and edited popular gaming-based features for The Independent, Senet, Eurogamer, Variety, The Guardian, Tabletop Gaming, LADBIBLE, Rock Paper Shotgun, VG247, Retro Gamer and more.

• Created item descriptions, narrative, worlds, characters, races and more for an expanded warm and surreal sci-fi universe for social game.

• Regular B2B news, interviews, conferencing and features for GamesIndustry.biz, British Baker, The Esports Observer, International Casino Review and others.

• Content, copywriting, web editing, social media and SEO for Jelly Deals, Plum Guide, Wargamer, Fitzalan Partners, UK ITC, Dicebreaker and various marketing agencies.

• Scriptwriting, copywriting, press releases, outreach, trailer storyboards, paid playthroughs and marketing strategy with indie games PR agency Future Friends, including games such as Embr, Welcome to Elk, A Place For The Unwilling and ScourgeBringer and more.

• Voice-over work with Steam Game Festival Summer 2020 and developer Clockwork Bird for an upcoming title.

• Scripted, created, co-ordinated and performed on Dungeons & Dragons video streams for EN Publishing and Dicebreaker.

Further work history available at [LinkedIn](#)

EDUCATION & QUALIFICATIONS

GAME DESIGN BTEC

BRIGHTON CITY COLLEGE

SEPTEMBER 2010 - JULY 2011

JOURNALISM NCTJ

BRIGHTON CITY COLLEGE

JANUARY 2009 - MARCH 2010

INTERESTS

I ♥ playing video games, Dungeons & Dragons, board games, sci-fi and fantasy books, vinyl records, stand-up comedy, and writing short stories.