

SARA ELSAM

FREELANCE WRITER & BROADCASTER

PROFILE

Adaptable, autonomous and creative writer and critic with over four years experience writing within copy, content and journalism across a range of sectors.

CONTACT DETAILS



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@moogski



<https://www.sara-elsam.com/>

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.

SKILLS

- Writing - journalism, copy and content
- Marketing and PR
- Community Management
- Graphic design
- Web editing/HTML/Wordpress
- SEO
- Video/Audio editing
- Adobe suite - Photoshop, Premiere Pro, Audition

EDUCATION

Game Design BTEC

WORK EXPERIENCE

Freelance writer

REMOTE & BRIGHTON | JANUARY 2017 -

- Pitched and penned popular gaming-based features for **Eurogamer**, **Variety**, **The Guardian**, **Tabletop Gaming**, **LADBIBLE**, **Rock Paper Shotgun**, **VG247** and more.

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

- Content, copy, web editing, social media and SEO for **Jelly Deals**, **Fitzalan Partners**, **UK ITC**, **Dicebreaker** and various marketing agencies.

- Scriptwriting, copywriting, press releases, outreach, trailers, paid playthroughs and strategy with indie games PR agency **Future Friends**, including games such as **Embr**, **Welcome to Elk**, **A Place For The Unwilling** and **ScourgeBringer**.

- Marketing for tabletop games company **PSC Games**, including copywriting, pitching, outreach, scripting and Kickstarter management.

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

- Podcast appearances on the **BBC**, **US Gamer** and **Tabletop Gaming**.

Staff Writer, Dicebreaker

BRIGHTON | SEPTEMBER 2019 - JUNE 2020

- Sourced and wrote clear and conversational daily news.

- Broke exclusive coverage of **Cyberpunk Red** and other tabletop titles.

- Pitched feature ideas and interviewed

NCTJ

BRIGHTON CITY COLLEGE
JANUARY 2009 - MARCH 2010

INTERESTS

Playing and hosting Dungeons & Dragons, board games and video games, cat herding, vinyl records, philosophy, horror movies, reading and writing short stories.

designers.

- Wrote in-depth previews and reviews of products.
- Wrote cross-promotional content for Dicebreaker sister sites Eurogamer and VG247.
- Managed the website within CMS, including scheduling posts and editing images.
- Edited and uploaded work of freelancers and staff.
- Ideated and penned content interwoven with SEO, including one article which garnered over 50,000 hits within two hours.
- Appeared on Dicebreaker Youtube channel - including live board game and tabletop playthroughs, plus popular Dungeons & Dragons campaign Dungeon Breaker.
- Devised and implemented SEO strategy across the site.
- Community management across multiple channels.
- Organised coverage for tabletop gaming companies such as Wizards of the Coast.
- Hosted live community tabletop events, like MCM Birmingham, plus performed on livestreams for digital events during lock-down.

Content Editor, Climax Studios

PORTSMOUTH | JULY 2016 - DECEMBER 2016

- Copyedited and proofed game pitches and design documentation.
- Managed both internal and external communications.
- Wrote articles, internal and external news and content.
- Organised internal company events.
- Ideated copy and content for website and social media.
- Co-ordinated Social media strategy and coverage across multiple brands.
- Worked with creative teams to analyse and market games
- Worked with stakeholders to define and manage marketing strategy

Marketing Assistant, Relentless

BRIGHTON | APRIL 2015 - JULY 2016

- Penned engaging copy for app store, website, titles, in-game text, advertising and pitches.
- Worked with creative teams to playtest and develop games.
- Community management and PR across all channels and brands.
- Organised events and attended conferences representing Relentless.
- Wrote game narrative pitches.
- Managed all social media channels.

[Further work history available at LinkedIn](#)