

# Sara Elsam

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## ABOUT ME



I am a creative and motivated **Senior Brand Copywriter** with 8+ years of experience in crafting captivating copy and marketing strategies within games, apps, technology and luxury brands.

I have experience in **copywriting, content, SEO and UX copywriting** for a wide range of platforms, from app store listings and websites, to **advertising, social media** and email campaigns.

Bolstered by my experience in marketing, I use insights and data to enhance the effectiveness of my copy long-term.

I'm experienced in collaborating with industry leaders like the BBC, Plarium, and Atari. During my time as a freelance writer, I was published at The Independent, The Guardian, Variety, Eurogamer, and other well-regarded outlets in print and online.

## TECHNOLOGY & SKILLS

- Google Suite
- Trello
- Wordpress
- Google Play /
- Apple Store
- Steam
- Microsoft Suite
- Photoshop
- Premiere Pro
- Notion
- Confluence
- OGX
- InDesign
- Figma
- MailChimp
- Slack

## HOBBIES & INTERESTS

I love playing video games, *Dungeons & Dragons*, board games, reading horror, sci-fi and fantasy books, listening to vinyl records, and writing games and speculative fiction.

## WORK EXPERIENCE

### Game If You Are


 Remote

June 2024 ~ Present

As the **Marketing Campaign Portfolio Manager** at indie games marketing agency Game If You Are, I craft compelling messaging and copy while driving brand growth for indie games and publishers globally.

- Developing and implementing high-impact campaigns across the entire games lifecycle led by exceptional messaging and copy tailored to a range of platforms.
- Overseeing the creation of engaging assets, including trailers, social media graphics, and store page copy, to captivate audiences and drive conversions.
- Consulting closely with clients to develop tailored marketing strategies, messaging and copy that align with their brand vision and business objectives.
- Managing, mentoring and guiding junior team members to deliver exceptional work and achieve campaign goals.
- Overseeing copy and documentation quality control and editing across our entire client portfolio

### The Game Marketer

 Remote

November 2022 ~ June 2024

I initially began at The Game Marketer as the sole **Copywriter**, before being promoted to **Producer** and then **Senior Campaign Manager**.

- Craft and execute high-impact campaigns (sales, events, launches) across the lifecycle of multiple IPs in mobile, PC, and console, driving user engagement, reach, and sales.
- Localise and write copy for in-game UX, app stores and websites
- Write, develop and manage bespoke social media strategies and schedules with compelling copy and assets for Twitter, Instagram, TikTok, and Facebook, spanning diverse clients and gaming sectors.
- Craft impactful copy for all touchpoints (press releases, store pages, social media, websites, presentations, emails) across mobile, PC, B2B technology branding, and beyond.

### Freelance Copywriter & Journalist

 Remote

April 2017 ~ November 2022

I freelanced as a **Brand Copywriter, Journalist** and games **Narrative Designer**, working for several brands, publications across a range of sectors, with a focus on gaming and technology.

- Pitched, wrote and edited popular gaming-based features for The Independent, Senet, Eurogamer, Variety, The Guardian, Tabletop Gaming, Dicebreaker, LADbible, Rock Paper Shotgun, VG247, Retro Gamer and more.
- Regular B2B news, interviews, conferencing and features for GamesIndustry.biz, British Baker, The Esports Observer, International Casino Review and others.
- SEO, Content, copywriting, web editing, social media and SEO for Jelly Deals, Plum Guide, Wargamer, Fitzalan Partners, UK ITC, Dicebreaker and various marketing agencies such indie games marketing agency Future Friends.