

Sara Elsam

Senior Writer & Marketing Manager



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About Me

I am a versatile and creative writer with over 8 years of experience in developing engaging features, copy, SEO content, social media writing and marketing strategies across the gaming, technology, B2B, food, sports, travel and luxury sectors. I've successfully contributed to the launch of over 40 games, brands, and websites.

Skills

- Copywriting
- SEO Content
- Social Media
- Journalism
- Content Strategy
- Video Editing & Production
- Graphic Design
- Creative Writing

Experience

Freelance Marketing Manager & Writer

Self-Employed

2025 -

I am currently working on several unannounced game projects.

Campaign Portfolio Manager

Game If You Are

2024 - 2025

I was responsible for developing and executing high-impact **marketing campaigns** for indie games and publishers worldwide. Crafting **messaging, PR strategy** and **copywriting** played a key role in my work, alongside overseeing asset creation.

Collaborating closely with clients, I helped shape tailored marketing strategies that met their business objectives alongside **consultation** services. Additionally, **managing** marketing and design team members and maintaining quality control across all marketing materials were essential aspects of my role.

Creative Strategist & Senior Copywriter

The Game Marketer

2022 - 2024

Drove engagement, reach, and sales by crafting and executing high-impact campaigns and marketing strategies for clients across various sectors, including gaming, mobile, technology, and luxury goods. Developed copy for in-game **UX, UI**, advertising campaigns, app stores, and websites. Created, managed and tailored **social media** strategies, creating compelling content and **video scripts** for platforms like Twitter, Instagram, TikTok, and YouTube via **Hootsuite**. Briefed and produced creative **video trailers**, advertising assets, and social media content.

Produced impactful copy for **press releases**, websites, presentations, and email marketing. Collaborated with industry leaders such as Plarium, Tap Nation, Humble Bundle, and the BBC.

Freelance Copywriter & Journalist

Self-Employed

2017- 2022

I freelanced for several years as a copywriter, journalist, video presenter, SEO content writer and narrative designer. My work was featured in numerous publications, including **The Independent**, **Senet**, **Eurogamer**, **Variety**, **The Guardian**, **Tabletop Gaming**, **Dicebreaker**, **LADBible**, **Rock, Paper, Shotgun**, **VG247**, and **Retro Gamer**.

I also covered B2B news and industry insights for **GamesIndustry.biz**, **British Baker**, **The Esports Observer**, and **International Casino Review**. Additionally, I provided copywriting for **Jelly Deals**, **The Plum Guide**, **Fitzalan Partners**, **UK ITC**, **EN Publishing**, and indie game marketing agency Future Friends.

References

Lewis Denby

Game If You Are

CEO & Founder

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Craig Orser

The Game Marketer

Lead Producer

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