

Brooke L Sager

Writer & Editor

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🌐 www.brookelsager.com

📍 New York, New York



EXPERIENCE

Digital Copywriter (Fashion)

MACY'S 📍 New York 📅 March 2016-Present

- Writes creative, on-brand copy & content (ready-to-wear, juniors, impulse, beauty, center core) for **Macy's** digital platforms (emails, website banners, landing pages, product descriptions, homepage, editorial experiences, sales programs).
- Collaborates directly with art/design, merchandising, and marketing teams.
- Manages copy workflow from conception to principal review.

Contributing Writer

📍 New York 📅 January 2011-Present

- Writes & pitches engaging stories for reputable lifestyle publications; drives traffic to websites. Bylines include: **Marie Claire**, **Thrillist**, **Time Out New York**, **CBSNewYork** (official Mercedes Benz Fashion Week Reporter).

Editor & Press Writer

📍 New York 📅 December 2014-Present

- Writes on-brand product descriptions, press releases, and packaging copy for various clients (beauty, fashion, & lifestyle); works with founders on marketing incentives, promotion strategies, and public relations. Brands include: **Auburn Jewelry**, **PRZMAN**, **Niucoco Haircare**, **Everyday Botanicals**, **Sarah Swanson Skincare**.

Beauty Editor

HARRIS PUBLICATIONS 📍 New York 📅 July 2011-February 2015

- Wrote, edited, proofread, fact-checked, and pitched stories for **Celebrity Hairstyles** and **Short Hair** magazines and other titles; assembled 25+ issues entirely solo.
- Kept up with beauty industry trends; reported on them in a timely manor. Conducted interviews with numerous celebrities and experts.
- Collaborated directly with art department in taking projects from beginning phases through completion.
- Managed interns & freelancers. Attended and covered media/press events; arranged deskside meetings and met with PR reps. Wrote copy for and helped launch celebrityhairstyles.com. Organized photoshoots. Coordinated reader contests for print and web.
- Requested/tested products and information; maintained beauty closet. Ran the brand's social media.
- Maintained contact and close relationships with publicists.

Assistant Editor

THIRDAGE.COM 📍 New York 📅 February 2011-July 2011

- Wrote, edited, & proofread daily stories and features.
- Updated the site daily with new stories, links, photos, videos, etc.

Staff Writer

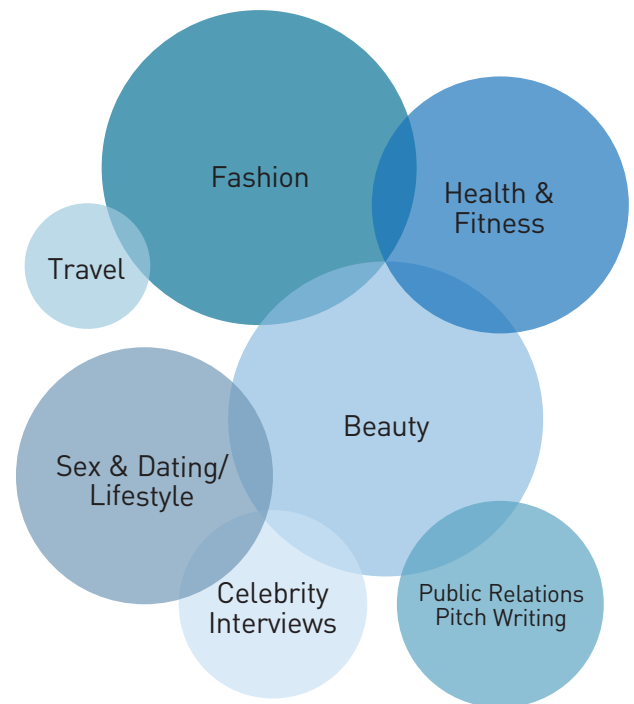
BettyConfidential.com 📍 New York 📅 July 2010-January 2011

- Wrote daily stories for Style+Beauty, Celebrities, Love+Sex, and Big News sections of the site.
- Conducted phone interviews with celebrities and other high-profile people.
- Participated in weekly editorial meetings.
- Attended product launches and events, i.e. Mercedes Benz Fashion Week.
- Updated brand's social media daily; wrote my own relationship blog for the site.

BACKGROUND

Writer & Editor specializing in fashion, beauty, & lifestyle. Background in web and print; long-form and short-form. Additional experience in public relations and social media.

PRODUCT CATEGORIES



KEY WORDS

- Collaborative
- Communication Skills
- Organized
- Creative Thinker
- Conceptual
- Detail-Oriented
- Editorial
- Copywriting
- Digital
- Mobile
- Retail
- E-Commerce
- Print
- Grammar

EDUCATION

Skidmore College Saratoga Springs, NY May 2009
• BA English, Cum Laude

INTERESTS

