

# SARA ELSAM

MARKETING MANAGER & CREATIVE COPYWRITER

## PROFILE



An experienced digital creative marketing executive with 8+ years experience within the B2B and B2C gaming landscape globally.

My unique strengths include creative copywriting, social media, content management, plus a serious passion for games!

## CONTACT DETAILS

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

## SKILLS

Creativity	●●●●●
Copywriting	●●●●●
Communication	●●●●●
Content Creation	●●●●●
Marketing	●●●●●
Social Media	●●●●●
Project Management	●●●●●
Strategy	●●●●●
Leadership	●●●●●
Paid Media	●●●●●
Sales	●●●●●
SEO	●●●●●
ASO	●●●●●
Graphic Design	●●●●●
Video Editing	●●●●●

## EDUCATION & QUALIFICATIONS

**GAME DESIGN BTEC**  
BRIGHTON CITY COLLEGE  
SEPTEMBER 2010 - JULY 2011

**JOURNALISM NCTJ**  
BRIGHTON CITY COLLEGE  
JANUARY 2009 - MARCH 2010

## TECHNOLOGY

● Google Suite	●●●●●
● Trello	●●●●●
● Microsoft Suite	●●●●●
● Wordpress	●●●●●
● Slack	●●●●●

## PRODUCER & MARKETING MANAGER

### THE GAME MARKETER

REMOTE | OCTOBER 2022 - CURRENT

- Ideating and implementing creative 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.

- Writing copy (including press-releases, store pages, social media, websites, presentations, emails and more) for multiple clients across mobile, PC and within B2B technology branding.

- Manage, oversee and motivate multiple creatives and freelancers in aid of executing social media, advertising, websites and other creative assets, drawn from either own ideation or client specifics, ensuring all work is done to both client specifications, overriding determined creative vision and internal standards and quality.

- Delivering PR campaigns for several clients globally from strategy to final reporting.

- Games localisation, testing and feedback for clients.

- Writing paid media advertising copy, organising creative batches of video and static content, strategising in approach, and campaign reporting and iteration.

- Oversee and manage invoicing, hours, budget, production timelines and positive relationship building with internal and external partners and clients.

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

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

- Ideating ASO, SEO and AdWords campaigns, implementing, testing and reporting on results.

- Clients worked with include *Humble Bundle, PQube, Embers, Titans, TapNation, Odyssey, Fenix Fire, Hat Games* and more.

## JOURNALIST, COPYWRITER & MARKETER

### FREELANCE

REMOTE | JANUARY 2017 - OCTOBER 2022

- 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.

- Photoshop
- Premiere Pro
- Confluence
- Google Play Console



- 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, including livestreams for digital events and in-person events

- Podcast appearances on the BBC, USGamer, MCM and Tabletop Gaming.

## AWARDS & PROJECTS

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**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.

**UNANNOUNCED SCI-FI GAME**  
Created sci-fi worlds, characters and overarching lore for a sci-fi game due in 2024

## STAFF WRITER & VIDEO PRESENTER

**DICEBREAKER**  
REMOTE | OCTOBER 2019 - JUNE 2020

- Wrote news, features, SEO content and hosted at events such as MCM Comi Con.

## INTERESTS

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

## MARKETING MANAGER

**PSC GAMES**  
REMOTE | JULY 2019 - OCTOBER 2019

- My tasks included: copywriting, pitching, managing PR and marketing agencies, influencer outreach, advertising organisation and budget management, social media management, video asset scripting and presenting and Kickstarter management for an indie boards games publisher.

## MARKETING EXECUTIVE

**CLIMAX STUDIOS**  
REMOTE | OCTOBER 2016 - FEBRUARY 2017

- Posting on social media
- Editing pitches
- Ideating content strategy

## MARKETING ASSISTANT

**RELENTLESS SOFTWARE**  
REMOTE | APRIL 2015 - JULY 2016

- Writing copy for different games IPs
- Writing documentation and guidelines
- Social media strategy and management
- Graphic design and video editing
- Community management
- Responding to customers on the Apple and Google Play Store

[Further work history available at LinkedIn](#)