

SAJAE ELDER

Copywriter & Content Developer

416-553-0528 • sajae.e@gmail.com • sajae.work • <http://linkedin.com/in/sajaeelder>

Professional Profile

With career roots in journalism, I have 5+ years of experience developing, writing, and editing content for major brands, publications and advertising agencies. Focusing primarily on sectors like music, tech, and finance, I work collaboratively with stakeholders and other producers to craft design-conscious marketing copy while adhering to a variety of required brand voices and tones.

Skills & Proficiencies

- Creative writing
- Digital content strategy
- Brand voice development and adherence
- Editing
- SEO optimization
- Ability to work collaboratively and cross-functionally
- Ability to meet deadlines

Key Work Experience

Coast Capital Savings

Marketing & Social Copywriter

April 2023 – December 2024

- Conceptualize clear and impactful marketing copy for digital and print campaigns, including email, in-branch signage and OOH advertising
- Lead copy development for large-scale website projects including the brand's Wealth Management microsite, campaign landing pages and new product pages
- Developed organic social media content to support wider marketing campaigns
- Managed official blog content by writing new posts and editing existing posts to align with new campaigns, new products, or changes within the financial market
- Worked cross-functionally with teams including graphic, UX, and web design, product, and legal to ensure copy is design-conscious and is within legal and regulatory compliance
- Revised and applied updated brand guidelines to existing content at scale to align with voice, tone, strategy, and campaign goals
- Provide ad-hoc peer editing and proofreading for wider creative studio

Adelaide Capital Markets

Social Media Content Manager

August 2021 - November 2022

- Developed and led the execution of dynamic and informative digital content strategy for an average of 7-10 clients per week, as well as managing stakeholder relationships and producing monthly performance reports with actionable insights
- Distilled complex datasets into editorial content and social assets
- Leveraged MS Excel and Google Sheets for efficient content management, scheduling, and tracking
- Applied photo editing, graphic design, and basic video production skills to optimize content for various platforms including website, social media, and email campaigns
- Utilized data analytics to evaluate content performance and develop strategies for improvement

Freelance & Select Projects

Goodszilla

Copywriter

2024

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- Developed website copy for FinTech brand that assists retailers incorporate micro-donations into online and in-person shopping
 - Worked directly with brand founder and other vital stakeholders to overhaul website copy and navigation strategy based on recently updated brand guidelines

Meta / High Season Co.

Content Strategist, Social Copywriter

2020, 2024

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- Developed copy for a wide variety of short and long-form social content, and long-form editorial content
 - Managed digital pre-production of *Elevate Live* broadcast and video series spotlighting Black and Latinx entrepreneurs; developing concepts, writing scripts, as well as booking and pre-interviewing guests
 - Leveraged strong editing skills to ensure error-free, high-quality content across multiple digital channels to maintain a commitment to accuracy and consistency
 - **Garnered 2 million total views across all produced content**

Cornerstone Agency

Copywriter

2018 - Present

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- Increase brand awareness through the development of editorial and social copy for music, technology, apparel, and spirits clients including HBO, LG, Bacardi, BandLab Technologies, and Serato
 - Utilize journalism skills to research, write, and edit compelling stories tailored to individual company brand guidelines

Various Publications

Journalist, Daily News Writer

2018 - Present

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- Authored over 1800 articles of music, pop culture, and political news coverage for publications including Vice, Complex, Buzzfeed, Bustle, Elite Daily, and The FADER.
 - Work shared across publications reached audiences of approximately 20 million monthly readers, driving an average of 100,000 monthly page views per post
 - Demonstrated critical thinking skills, deep understanding, and quick editorial judgment around nuanced topics including race, politics, and gender

Education

Journalism

Humber College, Faculty of Media, Creative Arts, and Design

General Arts

Seneca College of Applied Arts & Technology