

# Sajae Elder

hi@sajae.work

Digital Content and Marketing Specialist

## Skills & Tools

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Content Strategy · Copywriting (UX, Email, Social, Web) · Campaign Development · Analytics & Reporting  
Creative Direction · Canva · Adobe Suite · WordPress · Notion · Meta Business Suite

## Key Achievements

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- Drove 175% increase in organic reach for Meta Elevate with strategic copy and content direction
- Generated 1.6M views as key strategist and producer of Meta's *Elevate Live* video series
- 2x nominated at the Canadian Screen Awards as a scriptwriter and segment producer

## Relevant Work Experience

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### Copywriter

**Coast Capital Savings** | April 2023 – December 2024

- Translated complex financial products into clear, compelling, and on-brand copy
- Co-led copy and UX strategy for a 7-page Wealth microsite that now drives 30% of total site traffic (~220K monthly visits)
- Collaborated with cross-functional teams to deliver legally compliant, high-performing content on tight timelines
- Optimized web and blog content in response to real-time market trends, ensuring brand consistency and SEO impact

### Digital Content Manager

**Adelaide Capital Markets** | August 2021 - December 2022

- Owned digital content strategy across 7–10 investor-focused accounts weekly, translating data into accessible narratives
- Delivered client-ready performance reports and insights to guide ongoing campaign strategy
- Created scalable workflows to streamline production and scheduling
- Improved content performance through continuous analytics review and data-informed pivots

## Other Experience

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### Digital Content Producer & Marketing Consultant

**Various Clients, Contract**

- Spearheaded high-impact digital content for clients including Meta, HBO, Nike, Adobe, Ford, and L'Oréal
- Led development of website, email, in-app, blog, and ad copy for B2C and B2B brands that consistently exceeded conversion and engagement benchmarks.
- Scripted, produced, and hosted content for CBC Radio, Entertainment Tonight Canada, and RBCx
- Oversaw editorial content development for major music streaming platforms, including SoundCloud and Sonos, resulting in up to 35% growth in audience engagement and listener rates

## **Journalist, Daily News**

### **The FADER, Complex News Networks**

- Produced over 1,500 pieces of editorial content, generating an average of 65K monthly page views per article
- Scripted and supported production of breaking video content with average view counts of 100K+ views per release
- Maintained a fast-paced publishing cadence while ensuring accuracy, relevance, and brand voice consistency

## **Digital Content Manager**

### **Chris Smith Management/21 Entertainment**

- Developed and executed 360° marketing campaigns for 20+ artists across music, touring, and merchandise verticals at a management company known for discovering and representing talent like Tamia, Fefe Dobson, Alessia Cara, and Nelly Furtado
- Created digital and print assets including album artwork, social content, and branded merchandise
- Produced video segments and artist interviews for BestFan.com, growing reach and brand visibility
- Wrote press and marketing materials that shaped public-facing narratives and industry positioning

## **Education**

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### **Journalism**

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

## **Portfolio**

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