

Marco Sabater

Copywriter | Copyeditor

New York City

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marcosabater.com

SKILLS

Copywriting | Copyediting | Content Strategy | Content Creation | Blogging | Email Marketing | Search Engine Optimization | Social Media | Collaborative | Detail-Oriented | Excellent Grammar | Self-Starter

EXPERIENCE

Freelance, Remote | *Copywriter and Copyeditor*

APRIL 2019 – PRESENT

- Partnering with retail brands and boutique creative agencies to launch or update their e-commerce sites by writing research- and SEO-driven site, blog, and product description copy.
- Proofreading catalogs, in-store signage, and other print assets for brands, all on tight timelines.
- Notable projects: Lulu and Georgia, West Elm, J. Press, Clearer Collective creative studio (for the WSI Sustainability site), UNTUCKit, Vineyard Vines, dalci (a gut-healthy dessert brand).

Lulu and Georgia, Remote | *Copywriter*

JANUARY 2021 – NOVEMBER 2022

- Produced and edited customer-facing copy for all brand channels while maintaining and elevating brand voice and overseeing a two-fold increase in deliverables.
- Partnered with the Creative Director, Sr. Manager of Content, and Manager of Digital Content to ideate on blog outlines, styling tips, decor trends, interview questions, and video scripts.
- Collaborated with the SEO Manager and Buying teams on all product naming and copy.
- Created copy decks for campaigns, keeping messaging consistent yet nuanced across channels.
- Notable campaigns: Sarah Sherman Samuel 2022 collection, Jake Arnold Rugs, Sense of Home, Malene Barnett Kindred Collection, Élan Byrd Rugs + Pillows, Nina Freudenberg Rugs

West Elm, Brooklyn, NY

Associate Manager, Copyediting JULY 2017 – APRIL 2019

- Responsible for accurate and consistent brand voice and messaging across all customer-facing channels—print, digital, product packaging, signage, and new business assets.
- Grew the proofing team, first managing the Editorial Coordinator and then the Junior Proofreader.
- Contributed to editorial team needs, including product naming and copy, and owned style guides.

Proofreader MARCH 2015 – JULY 2017

- Final proofing approval for all customer-facing assets across all channels—both print and digital.
- Served as a liaison to the legal department, for naming and brand trademarks.

Product Information Coordinator APRIL 2013 – FEBRUARY 2015

- Supported the brand's product information needs by managing the collection and dissemination of PI and serving as the liaison between the editorial, merchandising, design, and sourcing teams.

EDUCATION

Trinity College, Hartford, CT | *International Studies*

AUGUST 2006 – MAY 2010