MEG SAUER

ACD (COPY) |
BRAND STRATEGIST

CONTACT

303 726 5452
MEGTHXOUTSIDEBOX@ME.COM

PORTFOLIO

BRAINSTORMBRANDSHOP.COM

PROFILE

Idea-generating, strategy-led copy leader with over a decade of experience transforming brands through powerful storytelling. Proven across digital, social, and web for startups and global giants—bringing structure to big ideas without killing the magic. Known for authentic voice development and a collaborative, ego-free approach to 360° execution.

EXPERIENCE

ACD (COPY) & BRAND STRATEGIST

BRAINSTORM BRAND SHOP | APR 2012 – PRESENT

- Provide expert counsel on market differentiation and identity, partnering with a multi-disciplinary client base to help define the GTM roadmap and competitive positioning.
- Oversee end-to-end concept and copy development for integrated campaigns, social channels, and brand-building initiatives.
- Translate complex business objectives and market research into actionable strategic platforms and compelling narratives.
- Bridge the gap between vision and insight-led execution by collaborating with designers and key stakeholders.

SENIOR COPYWRITER (CONTRACT)

CELEBRITY CRUISES | 2026 GLOBAL CAMPAIGNS

- Spearheaded copy for the Renewed Celebrity Solstice Launch Event, authoring bespoke collateral and commemorative postcards for guests, PR, and influencers.
- Orchestrated tiered “in-suite reveals” featuring high-touch invitations and butler-delivered keepsakes to spark anticipation for newly transformed venues.
- Developed strategic messaging for Private Journeys and Asia sailings, delivering evocative headlines and loyalty-based copy.
- Upheld copywriting integrity across all global touchpoints by leveraging toolkits for the 2026 season relaunch.

SENIOR COPYWRITER (FREELANCE)

UP TO SOMETHING | JAN 2025 – FEB 2026

- Championed brand voice and tone refinement in conjunction with agency leadership across multi-channel platforms.
- Led copy development for a comprehensive website relaunch, managing the narrative from concept through execution to create a more transparent, purpose-driven market identity that provides prospective clients with clear direction.
- Brainstormed with department heads and Senior Art Directors on thought-provoking creative for large-scale OOH billboard campaigns.

SENIOR COPYWRITER (CONTRACT)

FRONTIER AIRLINES | AUG 2022 – JAN 2023

- Served as sole copywriter for the design team, owning the execution of high-volume assets across digital, web, and in-flight experiences to boost acquisition.
- Partnered with social, email, and paid media teams to deliver rapid-response activations for major holiday and seasonal promotions.
- Synchronized cross-functional messaging to align upcoming app and web customizations with physical brand engagements and major product launches.

SENIOR DIGITAL COPYWRITER (CONTRACT)

STEELSERIES | AUG 2021 – JUN 2022

- Worked with the Software Marketing Manager to direct all digital copy for the global ecosystem, advancing hardware awareness and software adoption.
- Wrote and optimized high-conversion landing pages, paid media, and in-app content to improve the user journey and maximize ROI.
- Collaborated with global gaming and entertainment partners on 360° campaigns, including co-marketing launches and integrated promotions.
- Partnered with UX, Design, and Product to deliver cohesive brand stories—evolving feature-driven specs into benefit-led storytelling.

INTERNAL COMMUNICATIONS COPYWRITER

U.S. BANK | DEC 2018 – OCT 2021

- Elevated internal team communications, delivering messaging that drove employee engagement and operational excellence.
- Produced influential content for enterprise-wide development, training modules, and executive leadership purposes.
- Spearheaded internal rebranding initiatives, transitioning the employee-facing tagline to "The Power of You" to foster a human-centric culture.
- Developed strategic internal comms as resources to empower a global workforce and align with corporate growth.

COPYWRITER & BRAND STRATEGIST

DIGITAL MARKETING DUDE | MAR 2017 – MAY 2018

- Executed cross-platform materials for trade shows and live events to generate leads and acquisitions.
- Partnered with B2B clients to sync established marketing initiatives with business goals and audience needs.
- Directed live event photography to fuel original content across digital, social, and sales collateral.
- Drafted prospective client proposals and contributed to successful pitches, presenting strategy to business owners.

COPYWRITER & PROJECT COORDINATOR

AWARD & SIGN CONNECTION | MAR 2015 – JUN 2016

- Developed original messaging for customizable product launches and integrated outreach efforts.
- Coordinated end-to-end content production, managing project timelines and creative assets.
- Managed social media channels and scheduling to enhance company visibility and engagement.
- Ensured brand consistency across all professional, client-facing touchpoints.

EDUCATION

BACHELOR OF ARTS — PSYCHOLOGY & STUDIO ART

WILLIAM JEWELL COLLEGE

PROGRAM OF COPYWRITING & ART DIRECTION

MIAMI AD SCHOOL

SKILLS

CREATIVE DIRECTION (COPY)
BRAND VOICE & IDENTITY
360° CAMPAIGN LEADERSHIP
CREATIVE STRATEGY
CONCEPT DEVELOPMENT
SOCIAL & OMNICHANNEL STRATEGY
UX & PRODUCT STORYTELLING
CLIENT & PARTNER RELATIONS
CROSS-FUNCTIONAL COLLABORATION
CONVERSION OPTIMIZATION