



MEG SAUER

SENIOR COPYWRITER

CONTACT

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PORTFOLIO

BRAINSTORMBRANDSHOP.COM

PROFILE

Copywriter who's intrigued and driven by brand strategy. Focused on excellence within leadership. Risk-taker who isn't afraid of trying something new, running with something that's proven effective, or tweaking an existing campaign to maximize engagement—driving business towards future success. Team player who leaves their ego at the door.

EXPERIENCE

SENIOR COPYWRITER

FRONTIER AIRLINES | AUGUST 2022 - JANUARY 2023

- Supported the whole Marketing org with ongoing projects like holiday and seasonal campaigns, flygreener.com initiatives, email marketing, paid ads, web copy, social content, video scripts, heros, blogs, sweepstakes, etc.
- Worked with Creative Directors and Graphic Designers to execute collateral for the Design, UX, Social and Promotions teams.
- Helped lead brainstorming sessions and mind mapping to generate radical boundary-pushing ideas.
- Provided consistent copy with the consumer in mind, ensuring brand voice and tone came to life across all marketing efforts.

SENIOR DIGITAL COPYWRITER

STEELSERIES | AUG 2021 - JUNE 2022

- Brainstormed ideas and produced copy for various software marketing, including 360 campaigns with landing pages, paid ads, in-app content, newsletters, blogs, and more.
- Inspired consumers to take action on the gaming software as well as hardware front.
- Increased our ability to market products and services online through storytelling vs. just product pushes.
- Part of a talented team who loved what they did and made a difference on a truly groundbreaking global brand.

COPYWRITER AND BRAND STRATEGIST

BRAINSTORM BRAND SHOP | APR 2012 - PRESENT

- Freelance creative that remains focused on awesome ideas, concepts, and copy development.
- Work one-on-one with clients to develop their brands or polish existing ones.
- Produce marketing campaigns from research until the monitoring phase. [Portfolio here](#)

MULTICULTURAL COPYWRITER

US BANK | DEC 2018 - OCT 2021

- Developed internal marketing and team communications for a local Colorado site.
- Projects included content utilized for self-development, coaching, and training classes.
- Led monthly strategy meetings designed to improve cardmember experiences.

COPYWRITING
BRAND STRATEGY
BRAINSTORMING
IDEA GENERATION
CAMPAIGN DEVELOPMENT
PHOTOGRAPHY
GRAPHIC DESIGN
MARKETING
PROJECT MANAGEMENT
CONSULTATIONS
DESIGN AND PRODUCTIVITY
SOFTWARE
EVENT PLANNING



MARKETING DIRECTOR

DIGITAL MARKETING DUDE | MAR 2017 - MAY 2018

- Developed and implemented multi-channel marketing programs focused on customized solutions.
- Wrote copy on the client and internal side for online as well as print deliverables.
- Executed marketing collateral for events like seminars and tradeshows. Managed multiple projects that needed to be completed on-time and on-budget.

COPYWRITER AND PROJECT COORDINATOR

AWARD & SIGN CONNECTION | MAR 2015 - JUN 2016

- Helped the company initiate and grow its social network by developing personalized outreach messages and powerful posts to spark engagement.
- Blog and email campaigns were used to introduce a new line of products called Honors Plaques.

SOCIAL MEDIA LEADER AND EXECUTIVE ASSISTANT

ORCC | MAR 2014 - OCT 2014

- From Project Manager to Social Media Specialist, many hats were worn simultaneously.
- Actively drove and improved social media engagement; designed ads for church events; developed content for daily posts; owned photography and project management across major initiatives.

EXPERT

APPLE | JUL 2009 - MAR 2014

- Consistently delivered top-tier results, inspiring the team toward success and personal growth.
- Led the sales floor, driving Net Promoter Score improvement.
- Encouraged fearless feedback backed by determination.

COPYWRITER AND ADMINISTRATIVE ASSISTANT

DENVER RESCUE MISSION | FEB 2013 - SEPT 2013

- Responsible for connecting folks to the appropriate resources in the Denver community.
- Assisted the Communications team with composing a donor letter for their Phone Outreach program, inspired by the CEO and company mission.

EDUCATION

PROGRAM OF COPYWRITING AND ART DIRECTION

MIAMI AD SCHOOL

BACHELOR OF ARTS, PSYCHOLOGY AND STUDIO ART

WILLIAM JEWELL COLLEGE

REFERENCES

[AVAILABLE UPON REQUEST]