

# Sasha Maese

Copywriter with Art Background

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## Summary

I am a New York-based copywriter with a BFA in Advertising from the School of Visual Arts. My art background allows me to work seamlessly with art directors and streamline the creative and production processes.

I often work with Adobe Photoshop and, to a lesser extent, all of Creative Suite. In addition, I'm comfortable using Microsoft programs including Word, Excel, PowerPoint, Entourage, Outlook, etc. I am proficient on both Mac and PC.

My portfolio can be found on my website, [www.sashadove.com](http://www.sashadove.com).

## Experience

### **Copywriter at Saatchi & Saatchi Wellness**

November 2011 – January 2012

My time with Saatchi was focused on writing and editing copy for websites and other digital projects, for clients including Allegra, Multaq, Boost, Humira, and Seroquel.

### **Web Editor/Copywriter for National Grid at Kelliher Samets Volk**

September 2011 – October 2011

Working onsite at the National Grid offices, I edited a series of pages for their newly redesigned website.

### **Copywriter at 360i**

June 2011 – June 2011

At 360i, I collaborated with an art director to produce web banners for Nabisco.

### **Copywriter at Quinn Fable Advertising**

January 2011 – May 2011

In my time with Quinn Fable, I worked on projects for Kraft, AT&T, and KPMG, including email, trade show collateral, and direct mail.

### **Interactive Copywriter at DraftFcb Healthcare**

November 2010 - November 2010

At Draft, I was responsible for creating and maintaining a 150+ page manuscript for the website of a healthcare advocacy group.

**Interactive Copywriter at Grey Healthcare Group**

September 2010 - October 2010

With Grey, I participated in writing copy for websites and banners for Janssen Pharmaceuticals. I also helped brainstorm for print ads.

**Interactive Copywriter at Dressbarn**

July 2010 - September 2010

During my time with Dressbarn, I wrote numerous product descriptions for clothing and jewelry items.

**Copywriter at G2 Interactive**

December 2008 - July 2010

I began at G2 as a freelance Production Assistant, which consisted of 50% design work and 50% copywriting, all for Smucker's. After a year, I was promoted to an official full time copywriter, where I wrote for assorted digital advertising clients including Smucker's, Goldfish, and Mars.

**Interactive Copywriter at Lord & Taylor**

July 2008 - October 2008

For the relaunch of L&T's retail website, I was brought in to write sales copy for clothing, shoes, jewelry, etc., as well as create color and material swatches for use on the site. I also worked to check the stability of the website, and rename photos for use in HTML code.

**Intern at M. Patricof Creative Group**

June 2007 - July 2008

My responsibilities here included creating/editing ads and other promotional material using Adobe Creative Suite, researching and acquiring magazines clients may want to run ads in, speaking with potential clients and magazines, and answering phones. I also did "all of that intern stuff," such as cleaning, bringing my boss her lunch, etc.