

SAGA BLANE

Creative Strategy Director
& Copywriter

CONTACT

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EDUCATION

Yale School of Architecture
Master Environmental Design
2013; Yen & Dolly Liang Fellowship

University of Edinburgh
Scottish M.A. Art History
2010; First Class Degree

SKILLS

- Writing & editing
- Research & analysis
- Brand strategy & positioning
- Creative strategy & direction
- Content creation & production
- Groupwork & facilitation
- 1:1 Coaching
- Executive level management
- Creative team leadership
- Finnish, French, Spanish

WORK EXPERIENCE

10/17-
current **Consulting, Copywriting, & Coaching**

Saga Blane LLC

Offering creative strategy, copywriting, and coaching to individuals and organizations. I am a brand strategist turned copywriter, creating ecosystems of words to help brands establish their value and create authentic connection with their audience. This year, I've created the tone of voice, creative strategy, and entire content universe (website, blog, social, internal docs) for AdaMarie, whose job platform is seeking to close the gender equity in STEM. Additionally, I apply brand positioning learned with global brands to people: helping real estate agents at luxury real estate company Official Partners define and communicate their personal brand. I also work on an individual level to empower people with their authentic expression: both via my own website, and as a coach for employees at wealth management company, Julius Baer.

2020-
2021 **Copywriter: Global Clients & Categories**

Pro Unlimited @ Facebook

I stepped away from my own business for a 6 month paternity cover at Meta (then: Facebook) on the Global Clients & Categories team. This team is responsible for Facebook's top 25 clients. Our team created thought leadership pieces that communicated Facebook's point of view to their clients, and guidelines on how to use their products. In addition to supporting team members on topics like EVs, I authored a narrative on the Future of Beauty, specifically tailored to helping the beauty industry navigate the impact of the pandemic using Facebook's products.

- 2014-2017 **WPP Fellow**
London & NYC
- I was lucky to be chosen for the WPP Fellowship, the world's most exclusive advertising and communications apprenticeship program (acceptance rate: 0.5%). Following intense vetting by senior members of the global holding company and industry top talent, I joined a class of 6 others from around the world to learn the business of communications. Known as the "golden ticket", this unique scheme allowed us to choose any agency from a global network of 300+ top companies, go anywhere in the world for each of the three rotations, be offered senior-level responsibilities from the jump, and be mentored by leaders in the field. The goal of the program was to train future leaders for the organization. At the end of my tenure, I chose instead to carve my own
- 2016-17 **Creative Strategy Director**
YR 3 Refinery29, NYC
- As the right-hand woman for Piera Gelardi, the Executive Creative Director and a Co-Founder of Refinery29, I helped Refinery29 define and tell its own story. For this final year of the WPP Fellowship, I led the leadership team (of 12!) in a brand workshop and spearheaded the development of the company's brand book, with corresponding employee engagement initiatives. I was the effective head of the company's Brand Leadership team, managing a small team and reporting to leadership, while contributing to the Creative team as a copywriter and strategist.
- 2015-16 **Content Strategist, Producer, & Creative**
YR 2 Mindshare Entertainment, NYC
- Within the global media agency of Mindshare, sits a small branded content production house: Mindshare Entertainment. I joined the team for my second WPP Fellowship rotation. My role was multi-hyphenate, and I quickly adapted to the rapid pace and fluid boundaries of content production. I researched and strategically laid the foundation for creative pitches. I scripted, directed, performed, and guided the editing for digital video content for Unilever. I created a creative platform for a Youtube series for Chex Mix featuring the Backstreet Boys. I authored a playbook on branded content vs. advertising and flew to Peru to present it to BBVA, a large Latin American bank. I learned the language and systems of a media agency.
- 2014-15 **Brand Strategist & Copywriter**
YR 1 Brand Union, London
- I began my time at WPP as a brand strategist at global branding agency, Brand Union (now: Superunion) in London. I learned the craft of branding: insights, positioning, strategy, tone of voice and visual identity direction, and brand architecture. I quickly evolved into the role of agency copywriter. In that capacity, I wrote brand manifestos for top clients like Reckitt Benckiser, created storytelling for a 30th anniversary celebration of the Financial Times in collaboration with CBRE, and crafted campaigns and taglines for luxury hotel brand Shangri-La.