

AARON SAGERS

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COPYWRITER, EDITOR, CUSTOM CONTENT CREATOR

I am a divergent storyteller who evolved from journalist to innovative marketer, and branded content creator with agency experience. As an accomplished writer and relevant creative, I'm adept at crafting high-impact, and authentic, brand stories which engage audiences with fresh narratives. Additionally, I'm a dynamic presentational speaker with on-camera experience who shines in front of the public, investors, and clients. I operate with curiosity, an open mind, an enthusiasm to make cool stuff, and a mission to always be kind.

DEN OF GEEK: EXECUTIVE PRODUCER, TALKING STRANGE **2021-PRESENT**

- Created "Talking Strange" content initiative for Den Of Geek entertainment media outlet with 11MM monthly unique visitors, and write weekly feature articles in support of the brand
- Write, edit, produce weekly show, and content tie-ins to promote brand on the DoG site, and social media copy with 3MM total reach
- Script "Paranormal Postcard" short form video series for DoG YouTube (100+MM video views in 2022)
- Produce weekly social media posts for TikTok, Twitter, and Instagram with monthly reach of 3MM
- Write column for quarterly Den of Geek Magazine, the official event magazine distributed at South by Southwest, New York Comic Con and San Diego Comic-Con; also distributed to subscribers, and available in bookstores shops nationwide with 25MM average digital impressions per issue

BRANDED CONTENT WRITER **PRESENT**

- Scripted and executed editorial content to reach shared goals of clients Netflix (Jupiter's Legacy), Disney (Star Wars), HBO (Game of Thrones), Amazon Prime Video (Twilight Zone), eBay (Topps), Funko, Travel Channel, Ripley's Believe It or Not (Ripley's Road Trip), Horizon Media

FEATURES WRITER **PRESENT**

- Write, research long-form features for outlets including Entertainment Weekly, The Hollywood Reporter, Huffington Post, CNN, MSNBC, Chicago Tribune, The Philadelphia Inquirer, IGN, MTV, StarWars.com

AUTHOR **PRESENT**

- Doctor Who Psychology (2016; 2023 2nd Ed.); Joker Psychology (2019); Paranormal Pop Culture (2013); Pirates in Film, ABC-CLIO reference guide (2011); The Reference Shelf: The Paranormal, H.W. Wilson (2009)

FANDOM: SENIOR MANAGER, CREATIVE **2019-2020**

- Ideated and executed targeted high-impact editorial for global brands — NBA, NFL, Coca-Cola, Facebook, Disney, Blizzard Entertainment — to engage Fandom's network of 200MM monthly fans for in-house "Fandom x" branded content agency, generating yearly direct revenue of \$20MM
- Developed, executed 40+ editorial features within CMS for affiliate program supporting Disney+ global launch
- Managed international staff of two senior content producers, and more than 15 freelance writers

THE WALT DISNEY COMPANY: CONTRACT SHOW WRITER **2019-2020**

- Ideated and wrote drafts and final treatment of 11 original Concept Treatments
- Revised, rewrote, and polished Concept Treatments based on notes from Director of Artistic and Production

SYFY, NBCUNIVERSAL MEDIA: EDITOR AT LARGE **2014-2018**

- Spearheaded voice of fan-first genre news and videos in 2014 in a brand-new role
- Wrote weekly interview features, bimonthly long-form features, and daily breaking news as needed for Syfy.com, a genre news site with 4.19MM monthly uniques, and 16.65MM monthly page views
- Delegated assignments, directed freelance workflow, managed content within proprietary CMS

NEW YORK UNIVERSITY & STATE UNIVERSITY OF NEW YORK: Professor **2008-2013**

- Planned, and instructed courses Investigating Journalism, Foundations of Journalism, Business Writing, Professional Communications, Speech

McCLATCHY TRIBUNE: Nationally Syndicated Columnist **2006-2012**

- Wrote syndicated pop-culture column "Pop Pundit" published in print and online at outlets including Chicago Tribune, The Baltimore Sun, Los Angeles Times

TRIBUNE COMPANY: Arts & Entertainment Editor **2005-2008**

- Managed entertainment section's online and print presence at Tribune-owned The Morning Call (Allentown, PA), a "Top 100 Newspapers in the U.S."-ranked outlet with 160k circulation
- Oversaw launch of Lehigh Valley's Metromix.com entertainment website to target 18-34 demographic

TRIBUNE COMPANY: Editor In Chief **2005-2008**

- Crafted editorial direction and launched new Tribune-owned product Merge Magazine targeting 18-34 demo, with initial rollout of 45k, along with mergedigital.com site
- Managed staff of four full-time writers, three web producers, editorial assistant, interns, and freelancers

EDUCATION

MASTER OF ARTS, JOURNALISM, NEW YORK UNIVERSITY

BACHELOR OF ARTS, COMMUNICATIONS, FLAGLER COLLEGE

PROFICIENCIES

- AP Style, Chicago Manual of Style, Asana, Trello, Monday, WordPress, Content Management Systems, SEO hierarchy, MS Office Suite, Apple Productivity Suite, Adobe Creative Suite, Final Cut Pro, Google Analytics, Macintosh & Windows OS

COMMUNITY SERVICE**IN THIS MOMENT, VISUAL STUDIES WORKSHOP: Editor** **2020-PRESENT**

- Edit essayist submissions for 20 issues of chapbook program profiling Black community leaders in Rochester, NY, for non-profit organization supporting arts education, with print distribution of 10,000 issues per volume — as well as online — at all Rochester public libraries, city schools, and eight colleges and universities
- Liaise with 20 both experienced and new writers, offering editorial guidance and assisting them to craft essays, each with a unique voice, to best highlight underrepresented members of the Rochester community

EAST SIDE HOUSE SETTLEMENT: Fundraiser, Marathon Runner **2020-PRESENT**

- Personally raised more than 97 percent beyond fundraising goals as a runner in the NYC Marathon to support the non-profit social services organization — serving more than 10,000 families annually — which provides educational programs ranging from early childhood education to workforce development, as well programs for older adults, to the Bronx and Northern Manhattan neighborhoods