MARCO SABLICH

Email Marketing Specialist | Copywriter | Content Strategist

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Portfolio: https://marcosablichcopy.base44.app/

PROFESSIONAL SUMMARY

Copywriter and Content Strategist with a background in Advertising, Marketing Communications, Graphic Design, and Multimedia Content Production.
Experienced creating customer-focused messaging, email sequences, digital content, brand communication, and conversion-oriented copy. Combines persuasive writing, storytelling, visual communication, and audience research to create engaging customer experiences across multiple digital channels.
Strong understanding of customer journeys, marketing funnels, lifecycle communication, and direct-response copywriting principles.

CORE SKILLS

Email Marketing
Email Campaign Development
Email Sequence Writing
Welcome Email Flows
Promotional Campaigns
Customer Journey Mapping
Lifecycle Marketing Fundamentals
Subject Line Optimization
Call-To-Action Development
Copywriting & Conversion
Direct Response Copywriting
Storytelling
AIDA Framework
PAS Framework
Brand Messaging
Conversion-Focused Writing
Landing Page Copy
Marketing Communications
Content & Design
Email Design Concepts
Canva
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Visual Communication
Multimedia Content Production
Marketing
Audience Research
Content Marketing
Digital Marketing
Brand Strategy
Customer Engagement
Campaign Planning

PROFESSIONAL EXPERIENCE

Freelance Copywriter, Content Strategist & Creative Consultant
Remote | 2024 – Present
Develop conversion-focused marketing content, email sequences, brand messaging, and customer communication assets.

Create email flows, promotional campaigns, and content strategies designed to improve audience engagement.
Conduct research on customer needs, positioning, and communication opportunities.
Collaborate with clients on messaging frameworks, content strategy, and brand voice development.

Social Media Content Coordinator & Copywriter
INKspire
Toronto, Canada
Jul 2024 – Jul 2025
Created written content and marketing communications for digital platforms.
Developed audience-focused messaging and content strategies.
Assisted with content planning, campaign development, and brand communication initiatives.
Researched trends and audience behavior to improve content performance.

Marketing Intern, Content Writer, Graphic Designer & Multimedia Editor
After Breast Cancer
Toronto, Canada
Dec 2021 – Feb 2024
Supported marketing and communication initiatives through content creation and editing.
Wrote and edited content for newsletters, social media, awareness campaigns, and digital communications.
Designed marketing materials and visual assets aligned with campaign objectives.
Produced photo and video content supporting audience engagement efforts.

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EDUCATION
Advertising & Marketing Communications Management
Centennial College
Toronto, Canada
2017 – 2022
Focused on advertising strategy, consumer psychology, copywriting, brand communication, campaign planning, and marketing execution.

Film Production
Toronto Film School
Toronto, Canada
2015 – 2016
Training in storytelling, narrative structure, scriptwriting, visual communication, and audience engagement.

SOFTWARE & TOOLS
Canva
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Buffer
Meta Business Suite
Google Workspace
Microsoft Office
Notion
AI-Assisted Content Creation Tools

LANGUAGES
Spanish — Native
English — Fluent
French — Intermediate