

# Austin Sabattis

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I write copy.  
work of fiction

## Experience

**Senior Copywriter, Area 23 – New York, New York** 08.2014 - Present  
**Copywriter**

Led all multi-channel copy development for a range of new and existing products in two well-known over-the-counter lotion franchises.

Developed internationally award-winning print and social campaigns for The diaTribe Foundation's 'The State of Diabetes' initiative.

Collaborated closely with agency team and clients to develop and launch a branded campaign for a first-in-class type 2 diabetes medication.

Contributed to countless new business pitches, HCP-facing branded communications (print, digital, convention, interactive, collateral, etc.) and unbranded or pro-bono campaigns.

**Clients:** Beiersdorf, Boehringer Ingelheim/Lilly, Eisai, The diaTribe Foundation

**Copywriter, Digitas Health – Philadelphia, Pennsylvania** 05.2013 - 08.2014

Led copy development for global redesign of Mylan.com.

Collaborated with creative team to develop an interactive employee training experience for Fortune 500 client.

Worked with various agency teams to conceive and create print and digital ads, promotional materials, resources, and guides for multiple brands and audiences.

Led copy development of guidebook, signage, and collateral for industry-leading conference on mobile health marketing.

**Clients:** Mylan (corporate), EpiPen, Digitas Health

**Freelance Copywriter, The S3 Agency – Boonton, New Jersey** 05.2012 - 05.2013

**Intern Copywriter**

Collaborated with creative team, account managers, and social media strategists to create copy for print and digital ads, web, and social media.

**Clients:** BMW Motorcycles, Eight O'Clock Coffee, Wyndham Rewards, Good Earth Tea

## Education

**Temple University – B.A. in Advertising: Copywriting** 05.2013

Minor in Digital Media Technologies

**4A's – Institute of Advanced Advertising Studies** 05.2015

## Awards & Accolades

'The State of Diabetes' was featured in Lürzer's Archive and has received 10 awards and accolades internationally, including a win at the 2015 CLIO Healthcare Awards.

Winner of the 2013 Top Copywriting Award from Temple's Advertising Department.