

Austin Sabattis

I write copy.
type of cat

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Experience

VP, Associate Creative Director AREA 23 – New York, New York since 07.2024
+ Associate Creative Director + Group Copy Supervisor 08.2014 - 07.2024
+ Copy Supervisor + Sr. Copywriter + Copywriter

Led campaign development—including TV, print, outdoor, experiential, and digital—for consumer and professional brands across a range of categories including dermatology, vaccines, genetic testing, oncology, and nonprofit

Deep experience integrating brand strategy and engagement strategy into brand positioning, creative campaigns, and individual tactics, working to directly service brand and client goals

Deftly managed and directed multiple creative teams of copywriters and art directors, including years of dedicated development and mentorship of direct reports

Conceived of, pitched, and executed internationally recognized campaigns for the MND Association (*Mind's Eye*), gun safety organization Change The Ref (*Impossible Operation*), and diabetes advocacy organization The diaTribe Foundation (*The Worst Restaurant In Town*, others)

Brought multiple consumer packaged goods and professional pharmaceutical brands to market

Clients: Lilly, Pfizer, Aquaphor & Eucerin, AstraZeneca, Invitae, BI, Change The Ref, others

Copywriter Digitas Health – Philadelphia, Pennsylvania 05.2013 - 08.2014

Led copy development for global reimagining of Fortune 500 client's digital presence

Developed and deployed interactive employee training experience for Fortune 500 client

Worked alongside cross-functional teams to develop and write print and digital tactics, promotional materials, resources, and guides for a variety of brands and audiences

Led copy development of guidebook and promotional materials 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

Collaborated with creative team, engagement strategists, and cross-functional team members to develop and deepen digital and social presences for brands

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

Education

Temple University B.A. in Advertising, Copywriting; Minor in Digital Media Technologies
4A's Institute of Advanced Advertising Studies

Awards & Accolades

Mind's Eye Cannes Lions (silver, shortlist)

Impossible Operation Morning Joe, ABC, Adweek, Global Awards, Clios (shortlist)

The Worst Restaurant In Town CBS, Clios, Manny Awards, Global Awards, One Show (merit)

The State of Diabetes Clios, Lürzer's Archive, Manny Awards, Global Awards, Webbys (honoree)