

SARAH BUCKHOLTZ

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SUMMARY

Senior Copywriter & Content Strategist with 14 years driving global campaigns, SaaS growth, and full-funnel strategies that deliver measurable results. From SaaS platforms to nonprofit initiatives, known for creating content that wins loyalty, drives revenue, and scales impact — including initiatives that delivered 92% global member retention, 60% SaaS platform growth, and 3.1M+ broadcast viewers. Trusted by executives and creative teams to craft bold, insight-driven concepts and human-centered narratives that inspire action, blending editorial finesse with data-driven strategy to achieve measurable growth and lasting brand trust.

EXPERIENCE

Global Copywriter | *Entrepreneurs' Organization* | Remote | Sept 2023 – Feb 2025

- Orchestrated global speaker series featuring Serena Williams and Brené Brown, boosting open rates +33% and registrations +26% with creative concepts tailored for global audiences.
- Directed content for three global events with 3,400+ attendees, including webinars and enrollment campaigns, unifying messaging across five regions.
- Drove renewal and engagement campaigns securing 92% global member retention, exceeding annual targets.
- Guided partners across four regions to localize content in four languages, driving +50% growth in emerging markets.
- Led cross-functional collaboration with creative, growth, and executive teams — mentoring freelance writers and designers, coordinating resources across 60+ countries, contributing to +25% higher engagement on global campaigns.

Marketing Content Writer & Editor | *Next Glass* | Remote | Apr 2022 – Jan 2023

- Produced content for Ollie SaaS, boosting organic sessions +30% and fueling 60% growth across 2,800+ breweries.
- Authored editorial features for Hop Culture and Untappd, raising cross-platform engagement +40% in 175+ countries.
- Optimized onboarding flows that improved feature adoption +22% and reduced onboarding time -18%.
- Curated Oznr's Whale Watch newsletter, achieving 35% open rates and boosting high-value collector engagement.
- Oversaw end-to-end content development and resource coordination with design and product teams, ensuring high-impact SaaS launches that improved feature adoption +22% and retention +18%.

Senior Content & Brand Strategy Manager | *Antique Archaeology* | Nashville, TN | Apr 2015 – Apr 2022

- Spearheaded brand voice and content strategy for *American Pickers* on HISTORY, engaging 3.1M+ TV viewers.
- Launched the "Preserve Route 66" campaign with State Farm & Polaroid — raising \$34K+ and 61K+ petition signatures.
- Scaled Antique Archaeology's audience to 2M+ social followers and built a 400K+ email list, boosting digital performance +45% through A/B testing and lifecycle content.
- Built the Two Lanes lifestyle brand, growing community to 300K+ and driving +40% web traffic growth.
- Expanded lifecycle email content improving conversion +20% and retention +15%, while establishing voice/toneline guidelines to ensure brand consistency.
- Developed national lifestyle features for *Country Living* and *House Beautiful* under founder Mike Wolfe's byline, reaching 500K+ readers and driving a +25% spike in referral traffic to Antique Archaeology's website.

Assistant Marketing Manager | *Clover Imaging Group* | Erie, PA | May 2012 – Jan 2015

- Secured \$29M+ in recycling program funding for 130K+ organizations, increasing participation +42%.
 - Introduced EcoBuddies campaign in 25K schools, improving recycling behavior +40%.
 - Generated +30% lead growth and contributed \$15M in new business pipeline through national conference campaigns.
 - Expanded social reach to 75K+ followers, increasing engagement +35% and referral traffic +28%.
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EDUCATION

Indiana University of Pennsylvania | 2011 | Bachelor of Arts in Communications | Minor in Journalism

SKILLS

Writing & Strategy: Brand Voice Development • Conversion Copywriting • SEO & Content Marketing Strategy • UX Writing • Email & Lifecycle Campaigns • Editorial Strategy • Cross-Functional Collaboration • B2B/B2C Storytelling • SaaS Messaging • A/B Testing & Optimization • Thought Leadership • Product Positioning • Strategic Use of AI Tools (ChatGPT, Jasper) • Content Guidelines Development

Tools & Platforms: GA4 • Parse.ly • Semrush • Ahrefs • HubSpot • WordPress / CMS Platforms • Notion • Asana • Trello • Monday.com • Figma • Canva • Salesforce Marketing Cloud