

Sarah Buckholtz

✉ s.e.buckholtz@gmail.com in LinkedIn 📁 Portfolio

Previous role

Senior Content Copywriter (Contract) at Blue Yonder

Experience

B2B, Artificial Intelligence, Data storage, Enterprise, Logistics, Analytics, Supply Chain, SaaS, B2C, Marketing, Communi...

Technologies

Google Analytics, Marketo, Ahrefs, ChatGPT, Google AdWords, Adobe Campaign, Asana, Hubspot, Wordpress, SEMrush, Adobe Cre...

At work I'm best at...

Breaking down complicated problems into clear direction teams can execute against. I earn trust fast by listening well, asking smart questions, and elevating the final work.

Work experience

Senior Content Copywriter (Contract), [Blue Yonder](#)

Oct 2025 - Jan 2026 (3m)

End-to-End Supply Chain Management Solutions

B2B · Artificial Intelligence · Data storage · Enterprise · Logistics · Analytics · Supply Chain · SaaS

Google Analytics Marketo Ahrefs ChatGPT

- Crafted executive and go-to-market messaging for an AI-powered supply chain platform with 3,000+ enterprise clients in 78+ countries.
- Generated high-level global event and editorial content, including the TFEST25 Berlin summary for over 1,000 senior leaders in retail, manufacturing, and logistics sectors.
- Developed and enhanced 70+ prominent assets covering thought leadership, event content, partner resources, and sales narratives for product marketing and demand generation purposes.
- Managed partner communications for key alliances impacting 4,600+ shared clients, bolstering presence within Microsoft, Snowflake, and Gartner networks.
- Utilized AI-driven content systems to amplify global messaging efficiency, ensuring coherence and swiftness across 5+ content categories including product, partner, event, and thought leadership materials.

Global Copywriter, [Entrepreneurs' Organization](#)

Sep 2023 - Feb 2025 (1y 5m)

Supports Founders Through Peer networks and Learning

B2C · B2B · Marketing · Communication

Ahrefs Google AdWords Adobe Campaign Asana

- Increased email open rates by +33% and registrations by +26% for flagship speaker campaigns featuring Serena Williams and Brené Brown.
- Supported 3,400+ attendees across 5 regions by leading copy and narrative for 4 international leadership events per year, aligning messaging across email, web, and live programming.
- Directly contributed to 92% global member retention by driving renewal and engagement messaging across the member lifecycle.
- Accelerated +50% engagement growth in emerging international markets by localizing campaigns across 4 languages.

- Boosted qualified leads by +18% through producing SEO landing pages, lifecycle flows, and campaign assets that led to record-breaking event registrations.
- Mentored freelancers, governed global brand voice, and ensured alignment of copy execution across 60+ countries and cross-functional teams.

Marketing Content Writer & Editor, Next Glass

Apr 2022 - Jan 2023 (9m)

Craft Beer Analytics SaaS Powering Untappd and Oznr
B2C · Retail · B2B · Travel · Lifestyle · Food · Logistics · Subscription

Google Analytics Hubspot Wordpress Ahrefs SEMrush

- Produced SaaS product storytelling for Ollie, driving +30% organic sessions and +60% platform adoption across 2,800+ breweries.
- Optimized onboarding and lifecycle flows to increase feature adoption by +22% and reduce time-to-value by 18%.
- Authored editorial content for Untappd and Hop Culture, increasing cross-platform engagement by +40% across 175 countries.
- Curated Oznr's Whale Watch newsletter, achieving 35% open rates among high-value collectors.

Senior Content & Brand Strategy Manager, Antique Archaeology

Apr 2015 - Apr 2022 (7y)

Antiques Media Company Behind American Pickers Show
B2C · Retail · Travel · Lifestyle · Entertainment

Adobe Creative Suite Wordpress MailChimp Canva Sprout Social

- Defined brand voice and content strategy for American Pickers, establishing campaign messaging, editorial standards, and launch copy for 3.1M+ weekly TV viewers.
- Scaled digital audiences to 2M+ social followers and a 400K+ email list, improving digital performance by +45% through lifecycle strategy and A/B testing.
- Led copy and narrative for 8–10 seasonal retail campaigns per year across ecommerce, email, social, video, and paid channels.
- Launched and built the Two Lanes lifestyle brand—spanning merchandise, editorial, and a luxury heritage Airbnb property—growing the brand to 300K+ followers and driving +40% web traffic growth.
- Directed naming, copy, and launch storytelling for branded merchandise, generating low six-figure annual revenue.
- Authored lifestyle features and brand stories for Country Living and House Beautiful, reaching 500K+ readers and driving +25% referral traffic.

Assistant Marketing Manager, Clover Imaging Group

May 2012 - Jan 2015 (2y 8m)

- Secured \$29M+ in recycling funding by leveraging a database of 130K+ organizations and crafting persuasive content.
- Built a 75K+ social following across five brands through cross-platform content strategy.
- Increased brand visibility by representing Clover at 15+ national conferences annually, growing business leads by 30%.
- Led EcoBuddies e-waste education in 25K+ schools, increasing proper recycling by 40%.
- Managed quarterly city-wide recycling events that diverted 50K+ pounds of e-waste from landfills.

Education

Indiana University of Pennsylvania

Sep 2007 - Apr 2011 (3y 7m)

Bachelor of Arts Communications - Minor in Journalism

Snippets

Serena Williams Global Speaker Series Campaign @ [media.journoportfolio.com](https://www.media.journoportfolio.com)

Led global campaign storytelling for Entrepreneurs' Organization's flagship speaker series featuring Serena Williams, developing promotional copy, landing pages, and lifecycle messaging that energized a 60-country member network. Partnered closely with events, brand, and executive teams to balance inspirational storytelling with performance-driven marketing.



A Brewer's Guide to Water Chemistry @ [lounge.untappd.com](https://www.lounge.untappd.com)

Wrote a comprehensive, educational guide demystifying water chemistry for brewers—covering ions, pH, alkalinity, hardness, and style-specific water profiles. Translated complex scientific concepts into practical, actionable brewing advice while citing industry research and government sources. Demonstrates ability to turn technical subject matter into clear, engaging content for specialized audiences.



Two Lanes Guesthouse Launch Feature @ [antiquearchaeology.com](https://www.antiquearchaeology.com)

Wrote a launch feature announcing Mike Wolfe's Two Lanes Guesthouse, blending travel journalism, brand storytelling, and hospitality marketing to introduce the Airbnb-style rental to fans of American Pickers. Highlighted design vision, community impact, and small-town tourism while positioning the space as an immersive brand experience rather than just lodging.



The 4 Biases That Shape How Leaders Experience Change @ eonetwork.org

Wrote a thought-leadership feature exploring the cognitive biases that influence how leaders navigate change, translating behavioral-science research into practical insights for executives and founders. Positioned complex psychology in an accessible, business-focused framework for a global entrepreneurial audience.



More about me

I like to work with people who...

Are thoughtful collaborators and strong listeners who challenge ideas constructively and create trust across teams.

Outside of work I...

Am taking a stock-market class to get better at investing and also re-learning German. I like getting better at new things because it keeps me curious and growing.

At work I'm best at...

Breaking down complicated problems into clear direction teams can execute against. I earn trust fast by listening well, asking smart questions, and elevating the final work.

Interests

Brand strategy, SaaS storytelling, AI-powered products, lifecycle marketing, UX writing, editorial leadership, data-driven messaging, product adoption, narrative systems, voice architecture