

Sarah Buckholtz

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Senior copywriter and content strategist who turns complex, technical, and hard-to-explain subjects into copy that converts. 15 years of measurable results across enterprise SaaS, global campaigns, and consumer platforms: 92% member retention, +60% platform adoption, and +33% email engagement across audiences spanning 60+ countries. Writes the full stack: lifecycle email, CRM, nurture sequences, UX copy, campaign messaging, long-form editorial, and sales enablement. Motion certified. AI-informed research with human-led creative execution.

EXPERIENCE

Senior Content Copywriter | Blue Yonder (via Aquent) | Contract | Remote | Oct 2025 - Jan 2026

- Led partner messaging and brand content for Microsoft Azure, Snowflake, and Gartner integrations, supporting 4,600+ shared enterprise clients across all three ecosystems.
- Developed launch and educational copy for Blue Yonder's Agentic AI platform and Microsoft Teams supply chain agent integrations across retail, logistics, and manufacturing audiences.
- Delivered campaign, thought leadership, and sales enablement copy for a global supply chain SaaS platform serving 3,000+ enterprise clients across 78+ countries, within a 90-day embedded engagement.

Global Copywriter | Entrepreneurs' Organization | Remote | Sept 2023 - Feb 2025

- Built lifecycle email frameworks supporting 92% global member retention across acquisition, onboarding, nurture, and renewal sequences for 18,000+ members in 60+ countries.
- Drove +33% email open rate and +26% registration lift for the Serena Williams Powerhouse Speaker Series through a three-phase multi-channel campaign, positioning her as an investor and business leader to a global founder audience.
- Developed campaign and lifecycle email sequences for the Brené Brown Powerhouse Webinar Series, a subscriber-exclusive digital event, managing messaging approvals directly with her team across four weeks of global rollout.
- Wireframed and wrote website copy for three global leadership event microsites reaching 3,400+ attendees annually, producing all source copy for localization into four languages across Asia Pacific, Latin America, and European markets.

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

- Mapped onboarding copy to the Ollie product funnel from trial activation through feature adoption, reducing time-to-value by 18% and lifting feature adoption +22% by writing to specific user drop-off points.
- Drove +30% organic growth across 2,800+ breweries in under 10 months through SEO-driven long-form content that also functioned as lifecycle nurture material inside email sequences, guiding users from discovery back into the product.
- Scaled +60% platform adoption for Ollie through coordinated lifecycle messaging, customer education content, and product-focused editorial across email and blog channels.
- Grew cross-platform engagement +40% across Untappd and Hop Culture editorial, reaching readers across 175 countries.

Senior Content & Brand Strategy Manager | Antique Archaeology | American Pickers | Nashville, TN | Apr 2015 - Apr 2022

- Defined brand voice, content strategy, and PR for Antique Archaeology, the retail and media brand behind American Pickers on the History Channel, with 3.1M+ weekly viewers across 22+ seasons.
- Founded the Two Lanes Blog from scratch and scaled combined brand presence to 2M+ social followers and a 400K+ email list across three properties: Antique Archaeology, Two Lanes, and Two Lanes Guesthouse.
- Co-launched Mike Wolfe's Two Lanes Guesthouse as a heritage tourism destination, directing brand development, press strategy, photography direction, and local maker partnerships from concept to opening, growing its social presence to 20K+ followers.
- Secured the CBS Sunday Morning national profile of Mike Wolfe, reaching 4M+ viewers, and ghostwrote features for Country Living and House Beautiful, reaching 500K+ readers.
- Directed all History Channel PR coordination and show promotion content for American Pickers across 22+ seasons, managing filming schedules, B-roll content, and national press outreach for host Mike Wolfe.
- Spearheaded the "Preserve Route 66" national campaign with State Farm and Polaroid, raising \$34K and driving 61K+ petition signatures through a coordinated press and partner launch.

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

- Launched EcoBuddies sustainability program across 25K schools, improving recycling behavior +40%.
- Contributed to B2B campaign development, generating \$29M+ in program funding and \$15M+ in pipeline across 130K+ organizations.

CERTIFICATIONS

Motion Creative Strategy Certification | Motion | June 2026

- Hook development, AI-assisted creative production, and performance creative analysis. Trained on a platform used by brands managing \$11B+ in annual media spend.

EDUCATION

Indiana University of Pennsylvania | B.A. Communications, Minor in Journalism

SKILLS

Lifecycle email | Nurture campaigns | CRM | UX copy | Campaign messaging | Sales enablement | Content strategy | Full-funnel planning | Brand voice | SEO | AEO | GEO | Content operations | A/B testing

GA4 | Ahrefs | Semrush | HubSpot | Salesforce Marketing Cloud | Marketo | Motion | Claude | ChatGPT | Perplexity | Figma | Jira | Confluence | Rovo | Notion | Asana | WordPress | Umbraco