

SARAH BUCKHOLTZ

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SUMMARY

Senior brand copywriter and voice lead specializing in high-stakes storytelling for SaaS, media, and global organizations. Builds enterprise voice frameworks, lifecycle messaging, and campaign narratives that drive acquisition, retention, and long-term brand equity, with results including 92% global retention, +60% platform adoption, +33% email engagement, and 3.1M+ audience reach. Trusted by executive, product, and growth teams to lead messaging for launches, global events, and complex, multi-market initiatives.

PROFESSIONAL EXPERIENCE

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

- Shaped executive and go-to-market messaging for an AI-powered, cloud-based supply chain platform serving 3,000+ enterprise customers operating across 78+ countries, aligned to global product and partner launches.
- Produced executive-level global event and editorial content, including the TFEST25 Berlin recap for 1,000+ senior leaders across retail, manufacturing, and logistics organizations.
- Created and refined 70+ high-visibility assets spanning thought leadership, event content, partner materials, and sales-facing narratives used across product marketing and demand generation.
- Led partner-facing messaging for strategic alliances reaching 4,600+ joint customers, strengthening positioning within Microsoft, Snowflake, and Gartner ecosystems.
- Applied AI-enabled content systems to scale global messaging, improving speed, consistency, and clarity across 5+ content streams spanning product, partner, event, and thought-leadership communications.

Global Copywriter | Entrepreneurs' Organization | Remote | September 2023 – February 2025

- Orchestrated global messaging for flagship speaker campaigns featuring Serena Williams and Brené Brown, increasing email open rates by +33% and registrations by +26%.
- Led copy and narrative for 4 international leadership events per year, supporting 3,400+ attendees across 5 regions, aligning messaging across email, web, and live programming.
- Drove renewal and engagement messaging across the member lifecycle, directly supporting 92% global member retention.
- Localized campaigns across 4 languages, accelerating +50% engagement growth in emerging international markets.
- Produced SEO landing pages, lifecycle flows, and campaign assets that increased qualified leads by +18% and contributed to record-breaking event registrations.
- Governed global brand voice, mentoring freelancers, and aligning copy execution across 60+ countries and cross-functional teams.

Marketing Content Writer & Editor | Next Glass | Remote | April 2022 – January 2023

- 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 | Nashville, Tennessee | April 2015 – April 2022

- 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 | Erie, Pennsylvania | May 2012 – January 2015

- Supported national B2B campaigns generating \$29M+ in program funding, increasing participation by +42% across 130K+ organizations.
 - Contributed to integrated event and digital initiatives, producing \$15M+ in pipeline and +30% lead growth.
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EDUCATION

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

SKILLS

Writing & Strategy: Copywriting • Creative Concepting • Brand Voice Development • Messaging Architecture • Brand Storytelling • Lifecycle Campaigns • Conversion Rate Optimization (CRO) • UX & Product Messaging • SEO & Content Marketing • SaaS Messaging • Thought Leadership • Product Positioning • A/B Testing & Optimization • Executive Messaging • Cross-functional Collaboration • Content Guidelines

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