

SARAH BUCKHOLTZ

Erie, PA (Remote) | s.e.buckholtz@gmail.com | 814-464-6005 | linkedin.com/in/sarah-buckholtz | sebuckholtz.journoportfolio.com

SUMMARY

Copy Lead and Content Strategist defining how brands sound across campaigns, product, and growth. Builds voice, messaging systems, and creative direction across paid, lifecycle, and digital channels, translating customer insight into distinct, high-performing work. Trusted by product, marketing, and executive teams to shape positioning and execution at scale.

PROFESSIONAL EXPERIENCE

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

- Shaped messaging direction across enterprise campaigns and thought leadership, translating complex product capabilities and data into clear, decision-driving narratives for 3,000+ clients across 78+ countries.
- Partnered with product, marketing, and leadership to concept and execute campaigns and product messaging from idea through launch, balancing strategic clarity with high-volume production.
- Executed performance-driven copy across paid ads and owned channels, including digital campaigns and product and in-platform messaging.
- Produced global event and editorial content for 1,000+ senior leaders, synthesizing industry trends and enterprise insights into executive-level narratives.
- Developed 70+ campaign, thought leadership, and sales assets, strengthening product positioning and narrative consistency across demand generation.
- Managed partner messaging for alliances reaching 4,600+ shared clients, aligning voice and positioning across Microsoft, Snowflake, and Gartner ecosystems.

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

- Owned and governed global brand voice across campaigns, lifecycle, and event marketing spanning 60+ countries, ensuring distinct and recognizable messaging across all touchpoints.
- Developed messaging frameworks and brand positioning systems that enabled consistent, high-performing copy across campaigns, lifecycle, and digital channels.
- Increased email open rates by +33% and registrations by +26% for flagship campaigns featuring Serena Williams and Brené Brown by translating audience behavior into messaging, timing, and campaign strategy.
- Led copy and narrative for global campaigns supporting 3,400+ attendees across 5 regions annually.
- Contributed to 92% global member retention through lifecycle messaging across acquisition, engagement, and renewal.
- Reviewed and edited copy across teams and partners, maintaining high standards for clarity, tone, and performance.
- Mentored freelancers and ensured alignment of copy execution across all touchpoints.

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

- Translated product data and user behavior into messaging and lifecycle strategies for Ollie, driving +30% organic growth and +60% platform adoption across 2,800+ breweries.
- Optimized onboarding and lifecycle flows, increasing feature adoption by +22% and reducing time-to-value by 18%.
- Developed editorial and campaign content for Untappd and Hop Culture, connecting industry trends and user insights to drive +40% engagement across 175 countries.
- Curated Oznr's *Whale Watch* newsletter, achieving 35% open rates among high-value users.

Senior Content & Brand Strategy Manager | Antique Archaeology | Nashville, Tennessee | April 2015 – April 2022

- Defined and evolved brand voice for American Pickers, shaping communication across campaigns, retail, and editorial.
- Led copy and narrative for 8–10 seasonal campaigns annually across ecommerce, paid media, email, and social.
- Built messaging systems and storytelling frameworks used across content, product, and retail experiences.
- Scaled audiences to 2M+ followers and a 400K+ email list, improving performance by +45% through lifecycle strategy and testing.
- Launched and grew the *Two Lanes* brand to 300K+ followers, driving +40% web traffic growth.
- Directed naming, storytelling, and launch campaigns generating low six-figure annual revenue.

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.
-

EDUCATION

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

SKILLS

Writing & Strategy: Copywriting, Creative Concepting, Creative Development, Brand Voice Development, Messaging Systems, Brand Positioning, Campaign Development, Paid Ads (Meta, LinkedIn, Google), Lifecycle & Product Messaging, CRO, SEO, Thought Leadership, Product Positioning, A/B Testing, Executive Messaging, Editorial Review, Cross-functional Collaboration

Tools: GA4, Semrush, Ahrefs, HubSpot, WordPress, Notion, Asana, Figma, Salesforce Marketing Cloud, Marketo