

# SARAH BUCKHOLTZ

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## SUMMARY

Senior Copywriter & Content Strategist known for delivering measurable growth through global campaigns, SaaS innovation, and full-funnel marketing. Work that builds loyalty, drives revenue, and scales impact, highlighted by 92% global member retention, +60% SaaS platform adoption growth, and 3.1M+ broadcast viewers. Trusted by executives and creative teams, blending editorial craft with data-driven strategy to spark action and build lasting brand trust.

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## PROFESSIONAL EXPERIENCE

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

- Orchestrated a global speaker series featuring Serena Williams and Brené Brown, boosting email open rates +33% and registrations +26%.
- Directed content for three international events with 3,400 attendees, unifying messaging across five regions.
- Drove renewal and engagement campaigns that secured 92% member retention, surpassing annual targets.
- Localized campaigns in four languages, fueling +50% growth in emerging markets.
- Led cross-functional collaboration with creative, growth, and executive teams, mentoring freelance writers and designers, and coordinating resources in 60 countries.
- Produced SEO-driven landing pages, lifecycle campaigns, email campaigns, and social content that increased qualified leads +18% and contributed to record-breaking event registrations.

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

- Produced content for Ollie SaaS, driving organic sessions +30% and platform adoption +60% across 2,800+ breweries.
- Authored editorial features for *Hop Culture* and *Untappd*, raising cross-platform engagement +40% in 175 countries.
- Optimized onboarding flows to improve feature adoption +22% and reduce onboarding time by -18%.
- Curated Oznr's *Whale Watch* newsletter, achieving 35% open rates and boosting high-value collector engagement.

### Senior Content & Brand Strategy Manager | *Antique Archaeology* | Nashville, Tennessee | April 2015 – April 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, The National Trust for Historic Preservation, and Polaroid, raising \$34K+ and securing 61K+ petition signatures.
- Grew Antique Archaeology's audience to 2M+ social followers and built a 400K+ email list, increasing digital performance +45% through A/B testing and lifecycle content.
- Built the *Two Lanes* lifestyle brand, growing its community to 300K+ and driving +40% web traffic growth.
- Expanded lifecycle email content to improve conversion +20% and retention +15%, while creating voice/tone 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.

### Assistant Marketing Manager | *Clover Imaging Group* | Erie, Pennsylvania | May 2012 – January 2015

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

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

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## SKILLS

**Writing & Strategy:** Copywriting | Creative Concepting | Brand Voice Development | Brand Storytelling | SEO & Content Marketing | Keyword Research | UX Writing & Technical Writing | Email & Lifecycle Campaigns | Editorial Strategy | Cross-functional Collaboration | B2B/B2C Storytelling | SaaS Messaging | Headline & CTA Development | A/B Testing & Optimization | Analytics | Thought Leadership | Product Positioning | Editing & Proofreading | Project Management | Digital Content | Content Guidelines

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