

SARAH BUCKHOLTZ

Senior Copywriter | Brand Voice & Content Marketing Strategist

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

SUMMARY

Strategic storyteller who turns complex ideas into clear, persuasive language that drives growth. A 14-year track record delivering measurable results: 92% global retention, 60% SaaS adoption growth, 30% organic lift, and 3.1M weekly broadcast viewers. Trusted by executives and creative teams to craft copy that builds trust, emotion, and performance across SaaS, lifestyle, and global brands.

PROFESSIONAL EXPERIENCE

Global Copywriter | *Entrepreneurs' Organization* | Remote | Sep 2023 – Feb 2025

- Wrote global campaign and lifecycle copy for audiences across 5 regions, achieving 92% member retention and 50% growth in emerging markets.
- Concepted and wrote speaker-series campaigns with Serena Williams and Brené Brown, increasing open rates 33% and registrations 26%.
- Developed ABM assets, case studies, and SEO landing pages that boosted qualified leads 18% and drove record event registrations.
- Owned and evolved brand voice in 4 languages, leading cross-functional contributors to ensure cultural and tonal alignment.
- Contributed to a content governance framework that streamlined collaboration, reduced review cycles 25%, and standardized tone globally.
- Shaped event storytelling for 3.4K+ attendees, strengthening brand narrative and engagement across digital and live-event channels.

Content Writer & Editor | *Next Glass: Ollie, Hop Culture, Untappd, Oznr* | Remote | Apr 2022 – Jan 2023

- Created blogs, case studies, and ABM content across 4 B2B SaaS platforms, lifting organic sessions 30% and product adoption 60% among 2,800+ breweries.
- Translated technical data and industry insight into human, persuasive copy for readers in 175+ countries.
- Built email and onboarding flows, improving feature adoption 22% and reducing setup time 18% while preserving brand voice.
- Adapted tone and message for lifestyle and SaaS audiences, raising cross-platform engagement 40%.
- Partnered with product and marketing teams on editorial calendars serving 250K+ monthly readers.

Senior Content & Brand Strategy Manager | *Antique Archaeology / HISTORY Channel's American Pickers* | Nashville, TN | Apr 2015 – Apr 2022

- Directed brand storytelling and digital content for a 2M+ audience and 400K+ email list, increasing engagement 45%.
- Wrote broadcast and e-commerce copy reaching 3.1M weekly viewers and maintaining 20%+ CTR growth.
- Scaled Mike Wolfe's *Two Lanes* lifestyle blog and brand to 300K+ followers, driving web traffic 40%.
- Produced national features for *Country Living* and *House Beautiful*, reaching 500K+ readers and boosting referrals 25%.
- Launched the Preserve Route 66 campaign with State Farm and The National Trust, generating \$34K+ and 61K petition signatures.
- Expanded A/B-tested email content, improving conversion 20% and retention 15%.

Assistant Marketing Manager | *Clover Imaging Group* | Erie, PA | May 2011 – Jan 2015

- Produced national B2B campaign copy, securing \$29M+ program funding and boosting participation 42%.
 - Built EcoBuddies recycling initiative in 25K schools, raising engagement 40% across 130K+ organizations.
 - Generated \$15M+ pipeline through integrated event and marketing content, driving lead growth 30%.
 - Grew social reach to 75K+ followers, increasing engagement 35% and referral traffic 28%.
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EDUCATION

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

SKILLS

Copy & Brand: Copywriting • Brand Voice Development • Storytelling • Content Strategy • B2B/B2C Copy • ABM Assets & Case Studies • Email & Lifecycle Campaigns • UX & Web Copy • Editing & Proofreading

SEO, CRM & Tools: SEO Copy Optimization • Keyword Research • A/B Testing • Analytics & Reporting • GA4 • Google Search Console • Semrush • Ahrefs • HubSpot • Salesforce Marketing Cloud • Klaviyo • Marketo • Pardot • Mailchimp • WordPress • Shopify • Figma • Canva • Notion • Asana • Trello • Monday.com • Airtable • Slack