

SARAH BUCKHOLTZ

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SUMMARY

Senior copywriter and content strategist with 10+ years of experience crafting brand messaging, web copy, email campaigns, and global storytelling initiatives. Proven track record of writing high-impact content that drives engagement, increases conversions, and elevates brand visibility. Adept at aligning voice and tone with business goals, managing international collaboration, and producing compelling, data-driven narratives across digital platforms.

EXPERIENCE

Global Copywriter

Entrepreneurs' Organization | September 2023 – February 2025, Remote

- Wrote and structured content for three major event websites—EO's Global Leadership Conference (GLC) 2024/2025 (Singapore & Hawaii) and EO University (Brazil)—delivering strategic messaging for a global network of entrepreneurs and leaders.
- Led content strategy for GLC 2024 in Singapore, writing emcee scripts, email and social media copy, and video messaging that increased registrations by 36% and engaged 1,716 members across 90% of chapters.
- Launched strategic email campaigns for EO's Powerhouse Series, boosting open rates by 33% and event registrations by 26%, featuring industry leaders Serena Williams and Brené Brown.
- Collaborated across time zones with EO's international translation team to adapt content for global audiences in four languages, reaching 20,000 members in 220+ chapters across 60+ countries. These efforts supported 50% membership growth in Japan, a key emerging region.
- Wrote SEO-driven blog content, improving organic traffic by 35% and search visibility for key industry terms.
- Designed renewal campaigns that increased membership renewals by 92%, reinforcing EO's value for 18,000+ global members and driving long-term retention.

Marketing Content Writer & Editor

Next Glass | April 2022 – January 2023, Remote

- Wrote and edited technical articles and interviews for craft beverage industry blogs, including Hop Culture, Oznr, Ollie, and Untappd, increasing readership by 40% and engagement by 25% across 175+ countries.
- Developed B2B and B2C content for technical articles, white papers, and product features by conducting in-depth interviews with brewery owners and industry professionals.
- Analyzed content performance using SEO and engagement data, refining strategy to increase organic traffic by 28% and improve click-through rates by 8%.
- Managed editorial direction and content strategy for a weekly newsletter covering bottle releases, memberships, and beer festivals, achieving a 44% open rate and increasing subscriber engagement.

Senior Content & Brand Strategy Manager

Antique Archaeology | April 2015 – April 2022, Nashville, TN

- Led external communications and PR campaigns in collaboration with A&E Networks, driving 1.3M+ viewership for American Pickers through strategic messaging and influencer marketing.
- Developed and launched Route 66 heritage tourism campaigns, raising \$34,000 and securing 61,000+ signatures for preservation efforts through digital storytelling and media outreach.
- Expanded social media reach to 2M+ followers, implementing a data-driven strategy across 8 accounts and increasing engagement by 25%.
- Optimized website content for Antique Archaeology, driving a 45% increase in organic search traffic within six months.
- Executed email marketing strategies, growing subscriber lists to 400,000+ and increasing conversion rates by 20%.
- Managed editorial content for Two Lanes, increasing website traffic by 40% and attracting 300,000+ subscribers through targeted content and brand storytelling.

Assistant Marketing Manager

Clover Imaging Group | May 2012 – January 2015, Erie, PA

- Secured over \$29M in electronic waste recycling funding by leveraging a database of 130,000+ organizations.
- Represented the company at 15+ national conferences annually, resulting in a substantial 30% increase in business opportunities and partnerships.
- Developed engaging content and effective strategies to build a social media following of 75,000+ across five brands.
- Led EcoBuddies initiatives for e-waste recycling in 25,000+ schools nationwide, achieving a significant 40% increase in proper disposal and recycling rates.
- Orchestrated successful quarterly e-waste recycling events with local municipalities, promoting responsible recycling and disposing of over 50,000 pounds of electronic waste.

EDUCATION

Indiana University of Pennsylvania

Bachelor of Arts in Communications · Minor in Journalism · Indiana, PA · April 2011

SKILLS

Content & Copywriting Skills: Content Strategy · Brand Voice Development · SEO Writing · Email Marketing · UX/Website Copy · Long-Form Content · Microcopy · Video Scripts · Case Studies · Ad Copywriting

Tools & Software: WordPress · HubSpot · ActiveCampaign · Trello · Google Analytics · Salesforce · Ahrefs · Semrush · Canva · Slack · Microsoft Office · Content Management Systems (CMS)

Collaboration & Strategy: Global Communication · Creative Collaboration · Content Planning · Content Analytics · A/B Testing · Data-Driven Optimization · Strategic Storytelling · Stakeholder Alignment · Team Mentorship · Deadline-Driven Execution