

# SARAH BUCKHOLTZ

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## SUMMARY

Senior copywriter and content strategist with 14 years of experience shaping high-performing content for global campaigns, SaaS platforms, and digital-first brands. Known for building magnetic brand voices and full-funnel storytelling that delivers measurable results—from 3.1M+ TV viewers to 92% member retention and 60% platform growth. Skilled at transforming complex ideas into crisp, compelling narratives that drive action, deepen loyalty, and deliver measurable business growth.

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## EXPERIENCE

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

- Directed multichannel content strategy for EO's global speaker series, featuring Serena Williams and Brené Brown—boosting open rates by 33% and registrations by 26%
- Developed full-funnel campaigns from concept to launch, generating a 36% lift in event signups and 90% member engagement for a global network of 18,000+ business leaders
- Led content strategy for three global events (3,400+ attendees), unifying campaign messaging across five regions
- Strategized and wrote localized messaging in four languages, contributing to 50% growth in emerging markets
- Produced renewal campaigns that achieved 92% member retention, surpassing annual targets
- Partnered with internal creative, growth, and executive teams to align voice across landing pages, emails, and social content—strengthening EO's global brand in 60+ countries

### **Marketing Content Writer & Editor** | *Next Glass* | Remote | Apr 2022 – Jan 2023

- Created SEO and UX content for Ollie, a B2B SaaS brewery platform, driving a 30% lift in organic sessions and supporting 60% platform growth across 2,800+ partner breweries
- Built full-funnel onboarding and product launch copy for a B2B SaaS platform, improving customer activation and feature adoption
- Produced and curated exclusive content for Oznr's Whale Watch newsletter—achieving a 35% open rate and boosting high-value collector engagement
- Wrote and promoted editorial features for Hop Culture and Untappd, increasing cross-platform user engagement by 40%

### **Senior Content & Brand Strategy Manager** | *Antique Archaeology* | Nashville, TN | Apr 2015 – Apr 2022

- Led brand voice and content strategy for *American Pickers* on HISTORY (3.1M+ viewers), overseeing campaigns across TV, digital, and live experiences to expand national visibility and audience engagement
- Spearheaded the "Preserve Route 66" campaign with State Farm, Polaroid, and the National Trust—generating national press, raising \$34K+ in donations, and driving 61K+ petition signatures
- Built content strategy for Two Lanes, a lifestyle and small-batch maker brand, driving 40% web traffic growth and expanding community to 300K+
- Increased digital performance by 45% through data-driven messaging and A/B testing
- Scaled email list to 400K+ and improved conversion by 20% with segmented lifecycle content
- Grew social audience to 2M+ and boosted engagement by 25% with tailored storytelling and video scripts

### **Assistant Marketing Manager** | *Clover Imaging Group* | Erie, PA | May 2012 – Jan 2015

- Built a social content strategy that grew 75K+ followers across five sustainability brands
  - Developed and launched EcoBuddies in 25,000+ schools—improving recycling behavior by 40% through educational marketing
  - Secured \$29M+ in recycling funding for 130,000+ organizations through data-led campaign strategy
  - Increased brand visibility and lead generation by 30% through national conference campaigns
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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:** Brand Voice Development • Conversion Copywriting • Email & Lifecycle Marketing • SEO Content Strategy • UX & Web Copywriting • Campaign Development • Editorial Strategy • Content Leadership • B2B/B2C Storytelling • SaaS Messaging • A/B Testing & Optimization • Thought Leadership • Product Positioning

**Tools & Platforms:** GA4 • Parse.ly • Semrush • Ahrefs • HubSpot • WordPress / CMS Platforms • Notion • Asana • Trello • Monday.com • Slack • Figma • Canva