

# SARAH BUCKHOLTZ

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## SUMMARY

Copywriter and content strategist with 14 years of experience helping brands grow through clear, compelling storytelling. I turn complex ideas into content that connects across websites, campaigns, and conversion-focused emails. Skilled in leading cross-functional projects, shaping messaging strategy, and delivering full-funnel content that drives results. Known for blending creative vision with business goals and presenting content direction with clarity and confidence.

## EXPERIENCE

### Global Copywriter

*Entrepreneurs' Organization | September 2023 – February 2025, Remote*

- Boosted event registrations by 36% and member engagement by 90% chapter-wide through compelling content strategy and targeted messaging across email and social channels.
- Led content strategy for three global events across Asia, South America, and North America, overseeing web copy, campaign messaging, and cross-channel storytelling.
- Developed full-funnel campaigns for EO's Powerhouse Series (Serena Williams, Brené Brown) and member renewal efforts, increasing open rates by 33%, signups by 26%, and driving 92% retention.
- Collaborated with global teams to localize content in four languages for 20,000+ members in 60+ countries, supporting 50% membership growth in emerging regions.
- Oversaw cross-functional content alignment and ensured messaging clarity across departments to maintain brand consistency across global campaigns.
- Presented campaign concepts and content direction to senior leadership, aligning creative execution with strategic goals and organizational growth.

### Marketing Content Writer & Editor

*Next Glass | April 2022 – January 2023, Remote*

- Wrote B2B and B2C content across four brands (Hop Culture, Untappd, Oznr, Ollie), increasing global readership by 40% and engagement by 25%.
- Shaped campaign narratives from awareness-level storytelling to acquisition-focused content across digital platforms.
- Interviewed industry professionals to produce technical blog content, white papers, and case studies supporting lead generation and product education.
- Refined SEO strategy through analytics insights, increasing organic traffic by 28% and click-through rates by 8%.
- Managed content for newsletters and product updates, maintaining a 44% open rate and accelerating subscriber growth.

### Senior Content & Brand Strategy Manager

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

- Directed brand storytelling and campaign strategy in partnership with A&E Networks for American Pickers, contributing to 1.3M+ viewership on HISTORY Channel.

- Drove national awareness for the “Preserve Route 66” campaign in partnership with the National Trust for Historic Preservation, State Farm, Polaroid, and Mike Wolfe—raising \$34K, securing 61K+ petition signatures, and supporting future historic trail designation.
- Expanded social media reach to 2M+ followers with a 25% engagement increase through strategic planning and audience testing.
- Repositioned brand messaging across website and blog to align with audience insights, driving a 45% increase in organic search traffic.
- Grew email subscriber list to 400K+ and increased conversion rates by 20% with tailored drip campaigns.
- Shaped editorial direction for Two Lanes lifestyle content, increasing web traffic by 40% and expanding community reach to 300K+.

### **Assistant Marketing Manager**

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

- Secured \$29M+ in recycling funding for 130K+ organizations through persuasive, data-driven marketing campaigns.
- Built a 75K+ social following across five brands through strategic, cross-platform content planning.
- Increased brand visibility and lead generation by 30% by representing Clover at 15+ national conferences annually.
- Launched the EcoBuddies education program in 25K+ schools, improving proper recycling behavior by 40%.
- Managed quarterly city-wide e-waste events that diverted over 50K pounds of waste from landfills.

## **EDUCATION**

Indiana University of Pennsylvania

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

## **SKILLS**

**Writing & Strategy:** Brand Voice Development • Content Strategy • Conversion Copy • Email Marketing • SEO & Web Copy • Blog Writing • Landing Pages • Editorial Copy • Video Scripts • Campaign Messaging • Social Copy • Product Storytelling

**Tools & Platforms:** Google Analytics GA4 • HubSpot • Semrush • Ahrefs • WordPress • ActiveCampaign • Notion • Asana • Trello • Slack • Salesforce • Canva • CMS Platforms

**Execution & Insights:** Strategic Brief Development • Creative Concepting • Full-Funnel Campaigns • A/B Testing • KPI Reporting • Audience Insights • Stakeholder Presentations • Content Planning • Brief Writing • Cross-Functional Collaboration • AI-Enhanced Workflow Support