

# Sarah Buckholtz

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## SUMMARY

Accomplished senior-level Copywriter with a proven track record in producing engaging technical and B2B/B2C content, optimizing website traffic through effective SEO strategies and successfully managing social media and email marketing campaigns.

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## EXPERIENCE

### Marketing Content Writer/Editor

Next Glass

April 2022 – January 2023, Remote

- Composed and revised technical articles and interviews for popular craft beverage industry blogs, including Hop Culture, Oznr, Ollie, and Untappd, resulting in a significant increase in readership by 40% and engagement by 25% across 175+ countries.
- Produced informative and captivating B2B and B2C content for technical articles, white papers, and product feature pieces by conducting interviews with brewery owners and craft beverage professionals, resulting in a 4.5% increase in content creation.
- Utilized keyword research and SEO analytics to optimize the effectiveness and potential of blogs and tech articles, resulting in a substantial increase in organic website traffic by 28% and click-through rate (CTR) by 8%.
- Created and managed a highly successful weekly newsletter promoting bottle releases, memberships, and beer festivals, boasting an impressive average open rate of 44%.

### Marketing Manager

Antique Archaeology

April 2015 – April 2022, Nashville, TN

- Orchestrated cross-channel campaigns with A&E Networks, utilizing market research and implementing programmatic advertising, influencer marketing, and email marketing to increase American Pickers viewership to 1.3 million.
- Led a nationwide campaign for Route 66 heritage tourism and preservation, resulting in a 25% increase in engagement rates through digital content, influencer partnerships, and social media advertising, as well as raising \$34,000 and gathering 61,000 signatures.
- Developed a research-based social media strategy for 8 accounts, resulting in a global following of 2 million individuals and a remarkable 25% increase in engagement rates through optimized content and strategic posting times.
- Utilized SEO research and analytics to optimize the effectiveness of Antique Archaeology's website, resulting in a significant 45% increase in organic search traffic within 6 months.
- Executed highly effective content and email marketing strategies, driving subscriber growth to 400,000 through targeted sales initiatives and A/B testing, achieving a 20% increase in conversion rates.
- Launched Two Lanes travel blog by Mike Wolfe, increasing website traffic by 40% and attracting 300,000 subscribers through an effective SEO and social media marketing strategy.

### Marketing Coordinator

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 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.

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## EDUCATION

### Bachelor of Arts, Communications

Minor in Journalism • Indiana University of Pennsylvania • Indiana, PA • April 2011

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## SKILLS

**Hard Skills:** Analytics and data analysis, A/B testing, CMS, Copywriting/Editing, Creative/Technical Writing, Digital Ad/Project Management, Email Marketing, HTML/CSS, Merchandising, PPC, Photography, Retail Management, SEO Optimization, Social Media Strategy

**Soft Skills:** AP Style, Branding, Communication, Content Marketing, Copywriting, Customer Service, E-commerce Content, Leadership, Management, Marketing Strategy, Public Relations, Social Media Management, Team Collaboration

**Technical Skills:** Active Campaign, Adwords, Ahrefs, Asana, Basecamp, Buffer, Canva, Digital Marketing, Dropbox, Google Analytics, Hootsuite, HubSpot, Later, Mailchimp, Microsoft Office Suite, SaaS, Salesforce, Sprout Social, Trello, WordPress, Zapier