

SARAH BUCKHOLTZ

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SUMMARY

Creative copywriter and content strategist with 14 years of experience driving measurable results through content across both editorial and marketing channels. Specializes in turning complex ideas into persuasive content for websites, campaigns, and high-performing emails. Trusted to align voice, message, and goals to drive engagement and measurable growth. Builds full-funnel content through a balance of editorial insight and marketing strategy.

EXPERIENCE

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

- Generated a 36% increase in event registrations and 90% member engagement through optimized multichannel content.
- Built full-funnel campaigns for EO's Powerhouse Series, an online speaker event featuring leaders like Serena Williams and Brené Brown—boosting open rates by 33% and signups by 26%.
- Led content strategy for three global events—attended by more than 3,400 members—shaping campaign messaging, web copy, and cross-channel storytelling.
- Developed targeted renewal messaging, driving 92% member retention.
- Partnered with global teams to localize content in four languages and align messaging, contributing to 50% member growth in emerging markets.

Marketing Content Writer & Editor | *Next Glass* | April 2022 – January 2023, Remote

- Led SEO content for Ollie's blog, covering production, inventory, and cost topics—contributing to a 30% lift in organic sessions and supporting 60% platform growth.
- Produced long-form content and UX-focused assets for Ollie's B2B SaaS brewery platform, expanding reach to 2,800+ partner breweries.
- Achieved a 35% open rate for Oznr's Whale Watch newsletter, highlighting exclusive drops and driving subscriber growth.
- Published editorial blog content for Hop Culture and Untappd, boosting engagement by 40% across consumer platforms.

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

- Directed brand storytelling and campaign strategy for *American Pickers*, one of HISTORY Channel's top-rated series, debuting with 3.1M+ viewers and sustaining a loyal audience over 10 seasons.
- Shaped content strategy for Two Lanes through lifestyle storytelling and maker-focused features, boosting web traffic by 40% and growing community reach to over 300,000.
- Led the nationally recognized "Preserve Route 66" campaign with State Farm, Polaroid, and the National Trust for Historic Preservation—earning national media coverage, raising \$34,000, and securing 61,000+ petition signatures.
- Refined digital messaging based on behavioral and engagement insights, driving a 45% increase in organic search traffic.
- Built and scaled an email list to 400,000+ and improved conversion by 20% with segmented lifecycle content.
- Grew social reach to 2M+ and lifted engagement by 25% through testing and platform-specific storytelling.

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

- Built a 75,000+ social following across five brands through strategic content across platforms.
 - Secured \$29M+ in recycling funding for 130,000+ organizations through data-led campaign development.
 - Launched EcoBuddies in 25,000+ schools, improving recycling behavior by 40% through educational marketing.
 - Led quarterly e-waste events that diverted 50,000+ pounds of landfill waste.
 - Supported a 30% increase in brand visibility and lead generation by representing Clover at 15+ national conferences.
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EDUCATION

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

SKILLS

Writing & Strategy: Brand Voice • Content Strategy • Campaign Messaging • SEO & Web Copy • UX Writing • Email Marketing • Editorial Strategy • Video Scripts • Product Storytelling • Creative Concepting • Brief Writing • Full-Funnel Campaigns • A/B Testing

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