

SARAH BUCKHOLTZ

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SUMMARY

Senior content strategist and enterprise copywriter specializing in product positioning, messaging strategy, and enterprise storytelling for SaaS companies, global organizations, and nationally recognized consumer brands. Turns complex products into messaging customers understand and act on. Highlights include 92% member retention, +60% platform adoption, +167% email audience growth, and +33% email open rates across audiences in more than 60 countries.

CERTIFICATIONS Motion Certified (Creative Performance & Ad Analytics) | June 2026

PROFESSIONAL EXPERIENCE

Independent Content Strategy Consultant | Remote | Feb 2026 – Present (Healthcare • Retail • B2B SaaS • Founder-led Businesses)

- Diagnosed messaging and customer journey gaps that limited qualified lead generation, then repositioned website messaging, lifecycle campaigns, and educational content, increasing qualified leads by 35% in three months, improving organic search rankings, and growing webinar participation by more than 60%.
- Built AI-assisted content workflows that reduced production timelines from weeks to days while increasing weekly Meta creative output from two concepts to more than 20 variants.
- Analyzed customer interviews, competitor positioning, and search behavior to restructure website messaging around customer intent, strengthening SEO, AI discoverability, and messaging architecture.
- Designed more than 30 automated lifecycle email journeys using audience segmentation and behavioral triggers to deliver more relevant onboarding, education, and follow-up experiences.

Senior Content Copywriter (Product Marketing) | Blue Yonder | Remote | Oct 2025 – Jan 2026

- Developed positioning, launch messaging, and thought leadership supporting two AI product launches, translating complex technology into customer-facing narratives for enterprise buyers.
- Created executive communications, product marketing content, and strategic partner messaging involving Microsoft Azure, Snowflake, and Gartner within an ecosystem serving more than 3,000 enterprise customers across 78 countries.
- Consolidated feedback from Product Marketing, AI specialists, design, sales, and executive stakeholders into approved messaging supporting product launches, customer campaigns, and strategic initiatives.

Global Copywriter | Entrepreneurs' Organization | Remote | Sep 2023 – Feb 2025

- Defined EO's first global brand voice, messaging standards, and editorial strategy, creating a shared communication system adopted across more than 60 countries.
- Increased email open rates by 33% and registrations by 26% for the Serena Williams Powerhouse Speaker Series by repositioning her as an investor through a three-phase lifecycle campaign reaching more than 18,000 members.
- Diagnosed inconsistent onboarding and renewal communication across global regions, then architected a lifecycle messaging framework that contributed to 92% member retention.
- Established messaging direction for global campaigns and executive communications, providing regional marketing teams with a consistent messaging framework for adapting content across international markets.
- Guided executive stakeholders through Brené Brown's editorial approval process, balancing campaign objectives with external talent requirements while maintaining global brand consistency.

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

- Established the company's first integrated content strategy across SEO, lifecycle marketing, onboarding, product education, and editorial planning, increasing organic traffic by 30%.
- Analyzed customer behavior and product analytics to identify onboarding friction, then redesigned lifecycle messaging that increased platform adoption by 60% across more than 2,800 breweries.
- Redesigned onboarding to reduce time-to-value 18% and increase feature adoption 22%.
- Created SEO-driven content and editorial standards that increased demo requests by 18%, while strengthening search performance and brand consistency across Untappd and Hop Culture.

Senior Brand Strategist | Antique Archaeology | Nashville, TN | Apr 2015 – Apr 2022

- Developed the content strategy connecting American Pickers, ecommerce, retail, hospitality, and digital experiences, growing the email audience from 150,000 to 400,000 (+167%).
- Created the messaging strategy and integrated campaign for the Preserve Route 66 initiative with State Farm and Polaroid, raising more than \$34,000 and generating more than 61,000 petition signatures.
- Directed executive storytelling for Mike Wolfe, helping secure a national *CBS Sunday Morning* profile reaching more than 4 million viewers and earned media placements in *Country Living* and *House Beautiful*.
- Defined the positioning, brand voice, and launch strategy for Two Lanes Guesthouse, extending the Antique Archaeology brand into hospitality through Airbnb and direct booking experiences.
- Established editorial priorities that unified storytelling across television, ecommerce, retail, hospitality, licensing, and social media, creating a more consistent customer experience across the brand.

EDUCATION Indiana University of Pennsylvania | B.A. Communications, Minor in Journalism

SKILLS Content Strategy • Product Positioning • Messaging Strategy • Brand Strategy • Enterprise Storytelling • Product Marketing • Executive Communications • AI Content Strategy • Go-to-Market Strategy • Editorial Strategy • Customer Research • Voice of Customer (VoC) • Buyer Journey • Customer Journey Strategy • Messaging Frameworks • Lifecycle Marketing • Content Governance • Content Operations • Sales Enablement • Thought Leadership • SEO • AEO • Prompt Engineering

TOOLS & PLATFORMS Claude • ChatGPT • Gemini • Motion • HubSpot • Salesforce Marketing Cloud • Marketo • GA4 • Ahrefs • Semrush • Figma • WordPress • Umbraco • Squarespace • Jira • Confluence • Notion • Asana • Rovo • HTML • CSS • JavaScript