

HOLLY SANDERS

Persuasive, Psychology-based Copywriter: Connects, Converts & Builds Loyalty

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🔗 Portfolio: www.sanderz.com/holly

🔗 References: sanderz.com/holly/testimonials

🔗 LinkedIn: <https://linkedin.com/in/hollysanderz143>

Copywriting Expertise with bonus experience as a UX Writer:

Former Creative Director and Marketing Manager

20+ of writing long format, speeches, whitepapers & more.

Weeks away from dual AI Accreditation.

Award-winning project leadership skills & ability to fly solo.

Trusted by clients for 20+ years to deliver on-brand messaging.

COVER LETTER

Thank you for the opportunity to apply for the Copywriter position at your company. I bring 20+ years of experience creating persuasive, brand-driven content that engages audiences and drives results. Please visit my portfolio at www.sanderz.com/holly

I have written copy for websites, landing pages, emails, blogs, signage, and whitepapers, always tailoring the voice to fit the brand and connect with the audience. I write with a foundation in psychology and a focus on consumer behavior, combining SEO and branded terms to produce content that is both compelling and actionable.

As a former Creative Director now focused on Copywriting, I bring hands-on writing experience and strategic insight into brand messaging. I have worked closely with marketing teams, designers, and executives to craft campaigns and content that resonate, convert, and maintain a consistent brand voice. I assigned myself all the writing projects throughout my career, so **this is not a career change, but a downshift to focus on what I love most: writing.**

Continuous learning drives my work. I am currently immersed in a dual accreditation in AI Prompt Engineering and AI Generalist, and a list of my completed and in-progress courses is available at <https://sanderz.com/holly/about/certificates/>. Adaptation is one of my strongest skills, helping me create content that is effective in any evolving context.

My portfolio is intentionally conversational, designed to read as if I am speaking directly to you, and shows my ability to adapt tone and style across industries and audiences. Where I shine most is writing copy that is memorable, clear, and effective.

"Holly is the epitome of creativity meets reliability."

– Moses Robles, CEO of Oak Interactive, SEO/PPC Search Marketing Partner

My portfolio is intentionally conversational, designed to read as if I am speaking directly to you, and demonstrates my ability to adapt to different brand voices while keeping the user front and center. Where I shine most is creating copy that is clear, engaging, and functional within the context of a product.

I welcome the chance to discuss how I can contribute to your marketing and brand efforts with persuasive, audience-focused copy. With experience, adaptability, and a dedication to quality writing, I am ready to deliver from day one. **What matters most to me is that I make a difference.**

[Additional client and peer references are available in my portfolio.](#) There is also a short introductory video on the Contact page.

Warm Regards,
Holly Sanders