

HOLLY SANDERS

Award-Winning UX Writer, Copywriter & Brand Strategist: 20+ Years of Experience

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🔗 Portfolio: www.sanderz.com/holly

🔗 References: sanderz.com/holly/testimonials

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

Blended UX & Copywriting Expertise:

Customer-focused content for 100+ websites, landing pages, long format, SEO Integration, CTAs & more.

Weeks away from dual AI Accreditation.

Award-winning project leadership in app development.

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

COVER LETTER

Thank you for the opportunity to apply for a role where I can bring together UX Writing, Copywriting, Brand Strategy, and AI skills. I bring 20+ years of experience creating content and brand experiences that connect with audiences, drive engagement, and strengthen brand identity. Please visit my portfolio at www.sanderz.com/holly

I have written for websites, applications, landing pages, emails, blogs, signage, and whitepapers, always with a focus on clarity, brand voice, and user experience. I write with a foundation in psychology and a focus on consumer behavior, creating content that guides users, informs decisions, and drives action. I write with branded terms in one hand, and SEO keywords in the other, weaving them together to produce smoothly flowing content that achieves its intended goal while preserving the integrity of the brand and enhancing our search marketing efforts.

As a former Creative Director now focused on hands-on writing and brand strategy, I combine strategic insight with content execution. I have collaborated with designers, product managers, marketing teams, and executives to deliver cohesive, user-centered content that reflects brand identity and meets business goals. 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 and adaptation are central to my approach. 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/>. These skills enhance my ability to apply AI to content creation, streamline processes, and innovate across multiple channels.

My portfolio is intentionally conversational, designed to read as if I am speaking directly to you, and demonstrates my ability to adapt tone and style across industries and audiences. Where I shine most is creating compelling content and strategies that are actionable, measurable, and user-focused.

"Holly is the epitome of creativity meets reliability."

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

I would welcome the chance to discuss how I can deliver measurable results by blending UX Writing, Copywriting, Brand Strategy, and AI. With experience, adaptability, and a commitment to continuous learning, I am ready to contribute 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