

HOLLY SANDERS

Enhancing UX & Engagement Through Empathic, Psychology-based Writing + AI

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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 the UX Writer position at your company. I bring 20+ years of experience creating user-focused content that guides readers, simplifies experiences, and supports product goals. Please visit my portfolio at www.sanderz.com/holly

I have written UX content for websites, applications, landing pages, CTAs, and emails, always with the goal of making information clear, intuitive, and actionable. I write with a foundation in psychology and a focus on consumer behavior, combining branded terms and SEO keywords, as I write, to guide users naturally through interfaces and workflows. I have collaborated with designers, product managers, and engineers to craft content that fits seamlessly into the user journey, improves usability, and supports business objectives.

As a former Creative Director, now focused on UX Writing, I bring hands-on writing experience and a strategic understanding of product design. 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 is 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/>. Adaptation and staying ahead of industry trends are among my greatest strengths.

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.

"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 strengthen your user experiences with thoughtful, actionable UX content. With a focus on clarity, usability, continuous learning, and collaboration, 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