

HOLLY SANDERS

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

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“Holly has the experience you need for any complex project. Her creativity is impressive, but **her pragmatic approach to problems is a recipe for success.**” -

Debora Simmons, PhD RN FAAN

SUMMARY

I am an Award-winning UX Writer and Copywriter with 20+ years delivering customer-focused, conversion-driven content and strategic brand marketing solutions. I work solo or with designers, sales teams, and C-level executives, with a hands-on approach to craft cohesive and compelling marketing messages. I'm well-versed in AP Style, grammar, editing and proofreading. I am also skilled in integrating user research and A/B testing to enhance or re-align messaging strategies. I am currently positioning myself for new opportunities by completing an accredited dual certification course in AI Prompt Engineering and AI Generalist. I bring my unique energy to every project. My main goal is, simply put, to make a difference.

PROFESSIONAL EXPERIENCE

Sanderz Creative (Houston, Texas)

UX, Copywriting & Brand Consultant - May 2014 to Present

Creative Director - Oct 2000 to May 2014

- Created, edited, and polished customer-focused, on-brand copy for 100+ websites, landing pages, emails, video scripts, print collateral, and storefront signage; delivering clear, engaging, conversion-driven messaging.
- Developed UX frameworks, mapped user flows and wrote microcopy to guide user journeys and boost engagement.
- Led SEO, design, and development teams to ensure content was optimized for search and user experience and reflected the client's brand; reviewed analytics monthly to identify necessary improvements.
- Collaborated cross-functionally, integrating user research and A/B testing to refine and edit messaging across channels.
- Conducted market research, audience analysis, and competitive reviews to establish and shape messaging strategies and content structures.
- Produced training program scripts, videos, and manuals with a strong editorial eye.
- Consistently delivered high-quality, edited work within tight deadlines.
- Offered detailed editorial feedback and continuously refined content for improved results.
- Collaborated closely with clients to develop and refresh brand identities that spoke to their target audience.
- Created, edited, and maintained Brand Guidelines for every client I assist with branding or rebranding.
- Simultaneously served as Creative Director on-site and hybrid at an advertising agency (Spur Digital) and boutique firm (Sanderz Creative), gaining valuable agency and in-house brand experience.
- Led teams while remaining hands-on in print and digital design, website creation, ads, and email campaigns.
- Developed detailed audience personas to sharpen customer focus in marketing.
- Managed award-winning, cross-departmental team to produce an app for the Methodist Hospital.
- Built and nurtured client relationships spanning nearly 20 years through consistent delivery and communication.

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Snapshot of Industry Experience:

- *Financial:* Developed content for and creation of websites, mail campaigns, scripts, videos, and training guidebooks for [Haven Wealth Group](#), [Evtex Property Management](#), and Main Event Management.
- *Legal:* Partnered with law firms including [Berg & Androphy](#), [DGRB](#), and [Fogel & McEvily](#), crafting targeted legal content and managing multiple blogs personally.
- *Healthcare Technology:* Led teams at [TrueNorth Compliance](#) and Methodist Hospital, producing tailored websites, sales materials ([view](#)), and award-winning content ([view](#)).
- Worked with *literally hundreds of clients* across a multitude of industries over the span of 20+ years ([view](#)).

Reduced focus to Copywriting, UX Writing, and Brand Consulting in May 2014 (to present).

- Write, edit, and refine customer-focused, on-brand, action-driven content grounded in consumer behavior psychology, my personal approach, for whitepapers, video scripts, emails, landing pages, and websites.
- Adapt and edit messaging to diverse voices and tones, ensuring brand voice alignment and consistency.
- Break down and edit complex topics into clear, concise, conversion-focused messaging.
- Optimize and edit digital content for engagement and SEO, applying A/B testing insights as appropriate.
- Repurpose and edit assets across platforms, adhering to best practices and style guides.

TOOLS & TECHNOLOGIES

- Content Workflow Management: Basecamp, NetSuite, OpenAir
- CMS & Platforms: WordPress, Elementor
- Design: Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver), Pixlr, Pixlr AI, iScanner
- Communication: Slack, Zoom, Google Workspace
- Email Marketing: MailChimp, Constant Contact
- Technical: HTML, CSS, SEO Tools, Google Adwords (Management of)

EDUCATION & CERTIFICATION

Currently immersed in an accredited Dual Certification courseload in AI Prompt Engineering and AI Generalist

Ongoing Education / Certified Courses: <https://sanderz.com/holly/about/certificates/>

ADDITIONAL SKILLS AND QUALIFICATIONS

- Well-versed in AP Style, grammar, spelling, proofreading and editing.
- Skilled at working cross-functionally with designers, sales teams, and executive leadership to craft cohesive, compelling, and empathetic marketing messages.
- Strong understanding of user research, consumer behavior psychology, and conversion-focused writing.
- Able to implement AI in many timesaving, result enhancing capacities. *Soon to be dual certified in AI.
- Enthusiastic learner, committed to continuous professional growth ([view](#)).