

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

COVER LETTER

Hello Hiring Manager,

This role instantly stood out to me, and after reading the description, I thought, yes, this is me. I'm a writer who spent years as a Creative Director, managing projects and people while also assigning myself all writing assignments. Sleep is overrated. I learned to read at three, edited my library books at five (the librarian was not amused), and I haven't stopped loving words since.

I live and breathe brand voice. I write with branded terms on my left and SEO keywords on my right, weaving them together into copy that feels effortless and naturally moves people to take action. If your audience feels like the brand is speaking directly to them, I've done my job. I adapt quickly, write with empathy and clarity, and stay deeply aligned with brand tone and user intent.

Over the past two months, I stepped back from client work to intentionally deepen my AI skills as they relate to writing. I focused on mastering the pre- and post-writing work: research synthesis, ideation, tone exploration, structural refinement, and consistency checks. AI does not write for me. It supports my process so I can write better, faster, and with more precision. With that foundation in place, I'm ready to fully re-enter the writing workforce and do what I've always done best.

I inhabit my tasks like method acting for writers. I care about the outcome, not just the assignment. I know how to "Eat the Frog," tackling the hardest task first, and as someone who writes with repurposing in mind, starting there often sets up the pieces that follow. I meet deadlines and, if I finish early, I check whether others need help. That's how teams work best.

I am creative, reliable, and adaptable. I bring the depth of a Creative Director, the psychology of a writer, and the confidence of someone who knows exactly where she adds value. I am intentionally focused on writing because it's the part of every project I never want to hand off again.

Thank you for your consideration.

Warmly,

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