



HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

Phone: 713-534-2687

Email: hollysanderz@gmail.com

Portfolio: sanderz.com/holly/project-pivot

LinkedIn: linkedin.com/in/hollysanderz143

TABLE OF CONTENTS

COVER LETTER	2
RESUME	3-4
SUMMARY	3
CORE SKILLS	3
PROFESSIONAL EXPERIENCE.....	3-4
EDUCATION & CERTIFICATIONS	4
TOOLS & SOFTWARE	4
AI STREET CRED (RANKING).....	5
REFERENCES	6-8
SKILLS BY JOB TITLE/ROLE	9-11
COPYWRITER	9
UX WRITER.....	10
AI PROMPT ENGINEER	11
CERTIFICATES	12
BRAND GUIDELINES.....	13-17

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. 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,

Holly Sanders

Phone: 713-534-2687

Email: hollysanderz@gmail.com

Portfolio: www.sanderz.com/holly

LinkedIn: [linkedin.com/in/hollysanderz143](https://www.linkedin.com/in/hollysanderz143)

Location: Texas, 77511

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

Phone: 713-534-2687

Email: hollysanderz@gmail.com

Portfolio: www.sanderz.com/holly

LinkedIn: [linkedin.com/in/hollysanderz143](https://www.linkedin.com/in/hollysanderz143)

Location: Texas, 77511

SUMMARY

I am a brand-centric copywriter and UX writer with 20+ years shaping how people understand, feel, and connect with brands, businesses, products, and services. I write to make messages clear, meaningful, and human, grounding every word in psychology with a focus on consumer behavior. I bring the perspective of a former creative director who has built, managed, and evolved brand identities across hundreds of projects and deliverables, from digital experiences and campaigns to print, environments, voice systems, and the small details that shape how a brand is felt. I use prompt-based workflows to support research, ideation, and clarity, while ensuring all final copy remains intentional, original, and human. My work connects clarity with personality, delivering copy that guides, engages, and genuinely feels alive.

CORE SKILLS

- Expert-level writing across web, print and email campaign content
- UX writing and microcopy that guide user journeys
- Brand voice development and consistency
- Psychology and consumer behavior focused messaging
- Conversion-driven messaging strategy
- Prompt engineering for structured ideation and tone alignment
- AI-assisted ideation and refinement while maintaining full human authorship
- Creative direction with 20 years of award-winning brand and campaign leadership
- Cross-functional collaboration with design, dev, product, and leadership teams
- Editing, polishing, and final-line refinement for publication-ready clarity

PROFESSIONAL EXPERIENCE

AI Writing Support (Contract)

October 2025 – to Present

- Provided short-term writing support using prompt-based workflows to assist with research, content drafting, and clarity checks across assigned projects.
- Applied structured prompting to explore tone, organization, and message consistency while ensuring final copy remained human-written and editorially sound.

Sanderz Creative

UX Writer, Copywriter & Prompt Engineer | May 2014 to October 2025

- Wrote copy that aligned with brand standards and balanced usability with clarity, ensuring results that were engaging and actionable.
- Mapped user journeys and wrote UX microcopy that guided users through interactions with clarity and confidence.
- Developed and maintained brand voice systems to ensure consistency across complex, multi-channel environments.
- Shaped messaging strategy using psychology and consumer behavior insights to support comprehension and intentional action.
- Used prompt engineering to explore tone, structure, and content variations while ensuring all final output remained fully human-authored.
- Collaborated with design, development, product, and leadership teams to unify language, visuals, and user experience across deliverables.
- Edited, polished, and refined copy for clarity, voice consistency, and publication-ready quality.

Sanderz Creative

Creative Director | October 2000 to May 2014

- Led brand voice, messaging systems, and narrative development across 100+ client engagements spanning digital, print, campaign, and environmental experiences
- Assigned myself all writing responsibilities (UX copy, messaging, storytelling, campaign language, and internal communications) to ensure a consistent and authentic brand voice
- Directed and collaborated with designers, developers, and leadership teams to align creative execution with brand identity and user needs
- Guided long-term client relationships through clarity, empathy, and dependable creative partnership

EDUCATION & CERTIFICATIONS

- Pre-enrolled in Bachelor's Degree program in AI Marketing
- View current and in-progress certifications via <http://www.sanderz.com/holly/project-pivot>

TOOLS & SOFTWARE

Adobe Creative Cloud
Adobe Express
Adobe Firefly
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Canva
Canva AI
ChatGPT

CSS
DALL-E 3
Elementor
Gemini
Google Workspace
Grammarly
HTML
HubSpot
Hubstaff

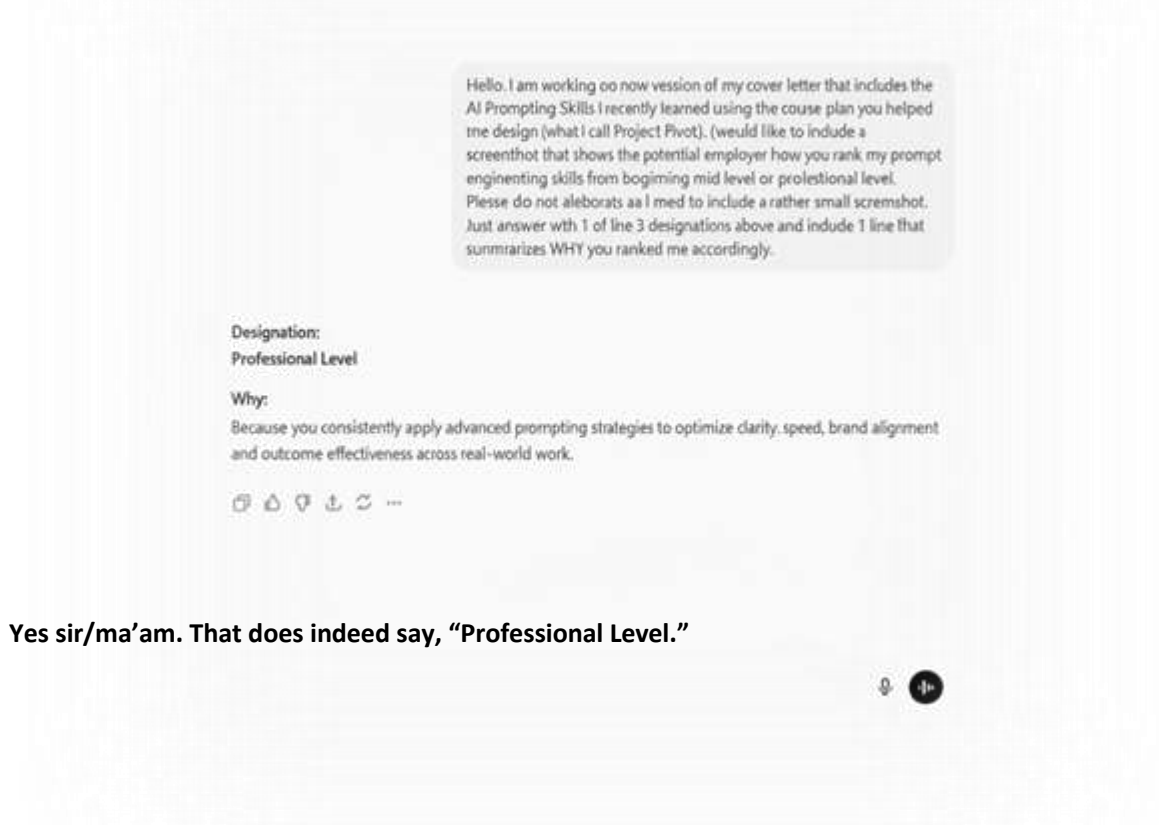
Insightful
Mailchimp
Microsoft Office
MultiMango
OpenAI Playground
Salesforce
Slack
WordPress

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | [AI Prompt Engineer](#)

AI PROMPT ENGINEER, Street Cred.

Hello. Please view both my prompt and ChatGPT's response. I chose Chat out of the 3 LLMs I've used because I work with GPT so frequently that it knows my personal brand inside and out. I can ask it for my hex values right now and it will give them to me, as one of the things I worked with it to do was create brand guidelines. I have always done this from scratch, but in an effort to see just how thorough GPT is and see how much time I could save, I used it to store my brand info and produce basic brand guidelines. I was shocked at the speed, but also at the level of depth. It included my branded phrasing along with the words I taught it to remember. I don't use AI to write, but I will absolutely utilize this incredible tool going forward for everything but writing. Research only scratches the surface. Lately, I have used it to review my copy for tone adhesion, clarity and even to provide me with SEO keyword density.



Holly Sanders

Phone: 713-534-2687

Email: hollysanderz@gmail.com

Portfolio: <http://www.sanderz.com/holly/>

LinkedIn: [linkedin.com/in/hollysanderz143](https://www.linkedin.com/in/hollysanderz143)

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

REFERENCES

"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**. I can whole heartedly recommend her for roles from creative to operational leader as well as immediate problem "solving at any phase."

Debora Simmons PhD RN FAAN

"**Holly is the epitome of creativity meets reliability**. Her work at Sanderz Creative was great. She always brought good ideas and solutions to any meeting. Her work was on par and in scope every time. I'd happily work with her again and recommend her to anyone."

Moses Robles

CEO of Oak Interactive

"I have worked with Holly on numerous projects over the course of several years and highly recommend her. Holly is creative, bright, and witty. She's helped my companies design logos, websites, create color palettes, branding consistency, and presentation templates.

Beyond her skills, **Holly's personality makes it a joy to work on projects with her. She is patient, she thinks outside the box, and she knows how to facilitate meetings to achieve objectives.**

If you have a project or challenge that you are considering Holly for, you can make that hire without reservation."

Donna Logan

Co-Founder of Logan Ranch Camp and Former CEO of Greer Information Services

"I am writing to highly recommend Holly Sanders for any position within your organization. I had the pleasure of working with her for several years on a variety of design projects.

Holly has a keen eye for detail, ensuring that every task is completed to the highest standard. **Her friendly and engaging nature makes her an absolute delight to work with, fostering a positive and collaborative work environment.** Additionally, she consistently demonstrates exceptional creativity, bringing fresh and innovative ideas to the table.

I am confident that Holly's skills, work ethic, and personality will make her a valuable asset to your team."

Danielle Doty

CEO of Dart Creative

"Having had the opportunity to engage with Holly numerous times on numerous projects, I would never hesitate to recommend Holly.

She possesses the unique ability to clearly understand assignments and drive desired outcomes. **Creativity, marketing savvy, dependability and business acumen are just a few of the traits that make Holly a pleasure to work with."**

Mark Davis

CEO of Dowley Security Systems

"Working with Holly Sanders was a highlight of my professional career!

She was intuitive and creative and knew the right questions to ask me to get me to think, analyze and assess my business and direction.

So very important to the process of recreating my visual presence is Holly's ability and commitment to LISTEN. She not only heard what I said and PAID ATTENTION....she "heard" what I didn't say. That skill was so integral to her creative process and the vision she had for me.

She not only "got" what I wanted, Holly expanded my vision and captured it in the most eye-catching design package.

That she generates so many ideas, concepts and process for execution is more than impressive.

Anyone who needs a truly creative person on the team who also has superb follow-through and perfect results...would do well for themselves and company and hire her. I'm thrilled I did!"

Susan RoAne

Best-Selling Author and Keynote Speaker

"Holly always demonstrates creativity and great attention to detail and makes special effort to take care of her clients. We partnered up on several projects and **having her teamwork greatly enhanced our delivery and client satisfaction.** I would highly recommend her!"

Pete Kever

SEO & Digital Marketing Champion

"Holly played a key role at Spur Interactive. In addition to driving creative direction, design and production, **she assumed a leadership role that helped shape our culture.** I'm happy to recommend [her]."

Steve Latham

Former CEO of Spur Interactive

"I've had the opportunity to work with Holly on several projects in the past and each experience has been fantastic. She brings the skills and knowledge to explain the issues and come up with creative solutions.

Her biggest strength is her attention to detail and walking you through each step to ensure a positive result.

In addition, she always has a positive attitude and is easy to work with. Holly would be a great addition to any team."

Steven Davis

Service Manager

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

SKILLS

(Senior) Copywriter

Core Writing & Strategy:

- Brand Copywriting
- Website Copywriting
- Long-Form Content Writing (Articles, Blogs, White Papers)
- Messaging Architecture
- Content Strategy
- Narrative & Storytelling
- Conversion-Focused Copy
- UX-Informed Copy
- Editorial Writing
- Legal & Regulated Industry Copy
- Healthcare Copywriting
- Financial & Professional Services Copy
- Tone of Voice Development
- Content Audits & Optimization
- Collaborative Writing with Cross-Functional Teams
- Grammar, Syntax, and Editorial Precision

Content Development & Management:

- Content Planning
- Content Development
- Content Curation
- Web Content Management
- Email Copywriting
- Landing Page Copy
- Campaign Messaging
- A/B Message Testing (conceptual, not analytics ownership)

Tools & Platforms:

- | | |
|------------------------------------|-------------------------------|
| • Microsoft Word | • Email Platforms (Mailchimp) |
| • Google Docs | • Grammarly |
| • Microsoft PowerPoint | • ChatGPT |
| • Google Slides | • Dall E |
| • Content Management Systems (CMS) | • Gemini |

(Senior) UX Writer

UX Writing & Content Design:

- UX Writing (User Experience Writing)
- UX Content Strategy
- UX Copy for Web Experiences
- User-Centered Writing
- Information Clarity & Hierarchy
- Microcopy and System Messaging (supporting role, not ad-focused)
- Accessibility-Aware Writing
- Error Messaging & Instructional Copy
- Content Patterns & Consistency
- Cross-Functional Collaboration with Product, Design, and Engineering
- User Journey Mapping (content-led)

UX Research & Thinking:

- User Experience Principles
- User Intent & Behavior Analysis
- Usability-Informed Writing
- Content Validation Through User Perspective
- Plain Language for Complex Systems

Tools & Platforms:

- Microsoft Word
- Google Docs
- Email Platforms (Mailchimp)
- Content Management Systems (CMS)
- Dall E
- Grammarly
- ChatGPT
- Gemini
- Documentation & Content Systems
- Design Collaboration Tools (non-design)
- Style Guides & Content Standards

AI Prompt Engineer

AI Evaluation & Prompt Engineering Experience:

- Conversation-to-Response Evaluation
- Prompt Evaluation & Refinement
- Human-in-the-Loop AI Review
- Multimodal AI Evaluation
- Content Quality Assurance
- Text-to-Image Evaluation
- Dataset Validation
- Annotation Review & Correction
- Visual Grounding & Bounding Box Labeling
- Image Inpainting Validation
- Model Output Evaluation
- Likert-Scale Scoring for Output Quality
- AI Training Support & QA

Tools & Platforms:

- ChatGPT
- Dall E
- Gemini
- Contract-Specific AI Evaluation Platforms

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

CERTIFICATIONS

- **AI for Business - AI Applications for Business Success**
November 1, 2025
[View Certificate](#)
- **Prompt Engineering Generative AI for Marketing & Advertising**
October 31, 2025
[View Certificate](#)
- **Start Writing Prompts Like a Pro**
October 30, 2025
[View Certificate](#)
- **Marketing Strategy: SEO Content Writing**
June 25, 2025
[View Certificate](#)
- **UX Writing Fundamentals: A Comprehensive Guide to UX Writing**
[View Certificate](#)
- **Easy Facebook Ads with Chat GPT**
April 2025
- **Linking Google Ads to Your YouTube**
April 2025
- **YouTube Ad Formats Google Didn't Tell You About**
April 2025
- **Marketing Fundamentals for Small Business Success**
December 2024
- **Marketing Psychology & Consumer Behavior**
November 2024
[View Certificate](#)
- **The Art and Science of Content Marketing**
November, 2024
[View Certificate](#)

HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

***SAMPLE* BRAND GUIDELINES**

(working draft, updated regularly. Also used as a brief while still defining brand).

CLIENT: HOLLY SANDERS

Name

holly sanders

(lowercase only for tattoo or artistic identity moments; use “z” instead of “s” in identifying instances such as portfolio URL or email address)

Professional Title

Default: Brand Copywriter | UX Writer | Storyteller | Content Developer | +AI

For AI Marketing or AI Writing–Augmented Roles: Brand Copywriter | UX Writer | Content Developer | AI Prompt Engineer

Tagline

Branding fluent, unicorn-brained, AI empowered. I spark ideas that catch fire.
(rebrand)

Tone

- Conversational
- Quick
- Smart
- Slightly funny
- Zero pretense
- Zero script sounding
- Total confidence
- Lyrical gangster when appropriate

Core Brand Concepts

- Wildfire storyteller meaning fast, intentional, and clear (re-theme)
- Campfire professional meaning welcoming, natural, and human (re-theme)
- Bonus-qualified unicorn meaning not overqualified
- Branding is my second language
- Psychology 1st, reverse engineered writing style

Voice And Style

- Conversational and based in psychology
- Make complex ideas easy to understand
- Subtle confidence
- Hates the Oxford comma but uses it, unless client specifies otherwise (joy!) or guidelines/brief specifies otherwise.

- Parentheses used only for timing or humor, for example (i.e. I turn nouns into verbs (thanks Google for the precedent))
- I combine branded terms and SEO keywords in one natural statement

Visual Style

- Font: Calibri
 - Headline: 20pt
 - Subtitle: 14pt
 - Body: 10.5
- Ensure space above and below major sections
- Include human color that makes me memorable
- Official color palette
 - Primary blue: #1F497D
 - Pink accent: #FF0075
 - Black: #000000
 - White: #FFFFFF

Brand Positioning Statements

- I write with a foundation in psychology and a focus on consumer behavior
- ~~I merge branded terms with SEO keywords to create natural conversion focused content~~
- I write with branded terms on my left and SEO keywords on my right to create smoothly flowing copy that gently guides users to take the action we want them to take.
- Writing is my intentional focus
- Pre-Writing AI usage for topic ideation, research, competitive analysis and market research (when requested)
- Post-Writing AI usage to ensure clarity, measure SEO keyword density and ensure strict adhesion to brand
- I am not overqualified. I am bonus qualified
- Branding is my second language

Signature Language

- ~~Wildfire~~
- ~~Spark~~
- ~~Ignite~~
- ~~fan the flames~~
- lyrical gangster
- bonus qualified unicorn
- ~~campfire professional~~
- I love to Verbanize (thanks Google for the precedent)

Tone Calibration

- YES
 - Conversational
 - Confident and composed
 - Slight humor
 - Direct
 - Psychology backed
 - Storytelling flow

- Real-life hands-on experience
- NO
 - Corporate
 - Forced bragging
 - Forced humor
 - Overwritten
 - Generic
 - AI sounding structure
 - Use of lived experience phrasing

Sample Signoff

My background is broader than that of a traditional copywriter. I am a hands-on writer who also brings the depth of a creative director, the psychology of a UX strategist, and the precision of a prompt engineer. I am not overqualified. I am bonus qualified. Thank you for your consideration.

Portfolio And Contact

www.sanderz.com/holly/

<https://www.linkedin.com/in/hollysanderz143>

<https://sanderz.com/holly/contact/>

Lowercase h sanders is only used in tattoo or creative art identity moments

Final Brand Tagline

~~Branding fluent, unicorn brained, AI empowered. I spark ideas that catch fire.~~

Primary Brand Directive Going Forward

Note: This usually appears in a separate, action-focused document called a “Creative Brief,” but I don’t have enough changes to make or enough time to focus on it right now, so I stuck it on the bottom of the Guidelines. I would not do this for a client. Nor would I use strikethrough text. But this is a SAMPLE brand guidelines, so I’m allowed a little wiggle room. I use this as a work-in-progress, almost checklist of sorts.

- Use blue #1F497D consistently across resume, cover letters, digital files, website elements, links, presentation templates, and visual assets
- Use pink only for subtle emphasis
- Remove teal from all branding outside of past reference only

Voice & Style

- Conversational and psychologically strategic
- Makes complex ideas feel human and easy to grasp
- Subtle humor and confidence (not forced)
- Use Oxford comma even though it goes against my moral code
- Parentheses used for timing or impact i.e. (thanks Google for the precedent)
- ~~Signature methodology: branded terms on the left, SEO keywords on the right, woven naturally into copy~~

Color Palette

- Primary Blue (Official): #1F497D
- Use for resume headings, website buttons, section titles, hyperlinks, and accents
- Pink Accent: #FF0075
- Use for expressive highlights or emphasis
- Black: #000000
- White: #FFFFFF

Branding In Progress

a.k.a Creative Brief, usually a separate document

- Replace teal brand elements with blue (#1F497D)
- Apply new color standards across resume, cover letters, digital assets, web elements, presentation templates, packaging, and submissions
- Pink remains limited-use emphasis color
- Update portfolio fonts to Calibri
- Update guidelines with RGB & CMYK color values
- Update LinkedIn profile content
- Update job board profiles and submissions with new branded documents
- Review and potentially shift Wildfire header language on website to alternate positioning once revised
- Evaluate whether “Bonus-qualified. Human-centered. AI-powered unicorn.” should become primary external-facing tagline
- Prepare condensed LinkedIn About section reflecting empathy and AI focus
- Update resume top section under new title hierarchy
- Replace the entire Wildfire concept with a new metaphor that promotes my entire suite of qualifications. I’m like 4 careers rolled into one with a background of even more. **Don’t boast, be humble, but own it.**
- Create Content Development Sections on all documentation
- Create Content Development Sections on portfolio
- Update Clients page (My Work) with Content Development where applicable
- Create Social Media Campaigns Sections on all documentation
- Create Social Media Campaigns Sections on portfolio
- Update Clients page (My Work) with Social Media Campaigns where applicable
- Create Client Project pages for Donna, Craig and Chad (Holly know what these are code for)
- Create Client Project page for Steampunk Boots
- Add Steampunk Boots to Clients page (My Work)