# HOLLY SANDERS

Brand Copywriter | UX Writer | Storyteller | +AI

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## 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

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|---|---|---|
| Adobe Creative Cloud | CSS | Mailchimp |
| Adobe Express | DALL·E 3 | Microsoft Office |
| Adobe Firefly | Elementor | MultiMango |
| Adobe Illustrator | Google Workspace | OpenAI Playground |
| Adobe InDesign | Grammarly | Salesforce |
| Adobe Photoshop | HTML | Slack |
| Canva | HubSpot | WordPress |
| Canva AI | Hubstaff | |
| ChatGPT | Insightful | |