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
- Google Docs
- Microsoft PowerPoint
- Google Slides
- Content Management Systems (CMS)
- Email Platforms (Mailchimp)
- Grammarly
- ChatGPT
- 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)
- 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
- Gemini
- Contract-Specific AI Evaluation Platforms