

HOLLY SANDERS

Senior Marketing Writer and AI Specialist

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Remote in Texas

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SUMMARY

Senior marketing writer with 20+ years of experience developing psychology-driven content that strengthens brand voice and drives clarity. Former Creative Director who led hundreds of projects while consistently retaining writing ownership, specializing in structured messaging grounded in consumer behavior.

Currently leading brand alignment while writing 70+ educational articles and website content, translating complex engineering standards, compliance frameworks, and testing processes into clear, differentiation-driven messaging with SEO and AEO optimization. After completing a 960-hour AI immersion over three months, I continue ongoing AI evaluation contract work focused on model quality and structured reasoning.

CORE SKILLS

- Senior brand copywriting and UX writing
- Long-form content writing and editorial polish
- Psychology-driven messaging and consumer behavior
- Brand voice development and consistency
- AI evaluation, prompt refinement, and quality assurance
- AI-supported research, structure, and content refinement
- SEO best practices and emerging AEO fundamentals
- Content clarity, structure, and answer readiness
- Creative leadership and cross-functional collaboration

View complete skills breakdown at <http://www.sanderz.com/holly/about/skills>

PROFESSIONAL EXPERIENCE

Contract Brand Strategist, Copywriter & AI Specialist

October 2025 – Present

- Leading brand alignment and writing 70+ SEO- and AEO-formatted educational articles and website content for a technical manufacturer
- Translating engineering standards and validation processes into structured, differentiation-driven messaging
- Continuing AI contract work focused on model evaluation, prompt engineering, and quality assurance across text and multimodal formats

Sanderz Creative

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

- 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 and authentically human-authored
- Developed and maintained brand voice systems, ensuring consistency across multi-channel environments
- Wrote copy 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
- Collaborated with creative and leadership teams to unify user experience across deliverables
- Authored, edited, and refined copy for clarity, voice consistency, and publication-ready quality

Sanderz Creative

Creative Director | October 2000 - May 2014

- Led development of brand voice, messaging systems, and narrative across 100+ client engagements spanning digital, print, and campaign experiences
- Assigned myself all writing responsibilities (UX copy, messaging, brand storytelling) to ensure a consistent and authentic brand voice
- Directed complete branding and rebranding efforts for many clients, wearing several hats while implementing initiatives that included messaging architecture, website content, brand voice guidelines, and multi-channel campaign rollouts (view case study: sanderz.com/holly/pps)
- 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/certificates>

TOOLS & SOFTWARE

AI Application & Structure: Human-in-the-loop review, model output evaluation, prompt refinement, content quality assurance, search intent alignment, answer-ready content structuring

Writing and CMS: Microsoft Office, Google Workspace, WordPress, Grammarly

AI and Research: ChatGPT, Claude, Gemini, Microsoft Copilot, OpenAI Playground, Perplexity

SEO: SEMrush, Google Search Console, Google Analytics

Design: Adobe Creative Cloud, Firefly, Pixlr, Canva

Collaboration: Slack, Salesforce