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# HOLLY SANDERS

Senior Marketing Writer + AI Specialist

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# HOLLY SANDERS

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## COVER LETTER

Hello Hiring Manager,

I am a senior marketing writer with 20+ years of experience and a background as a former Creative Director who consistently assigned herself the writing. Writing has always been where I add the most value. I learned to read at three, edited my library books at five (the librarian was not amused), and I have never stopped loving words or the impact they can have when chosen well.

I live and breathe brand voice. My work is grounded in psychology and consumer behavior, with a focus on clarity, structure, and user intent. When the message feels natural, aligned, and easy to act on, the work is doing what it should.

Currently, I am leading brand alignment and writing a growing library of SEO- and AEO-optimized educational content for a technical manufacturer, translating complex standards and testing processes into clear, differentiation-driven messaging. I recently completed a 960-hour AI immersion and continue ongoing AI evaluation contract work. AI supports my research, structure, and refinement process, but every final piece remains fully human-authored.

I care deeply about outcomes, not just assignments. I meet deadlines, collaborate easily, and write with repurposing in mind so each piece strengthens the broader system and the team behind it.

I bring the judgment of a former Creative Director, the precision of a senior writer, and the confidence of someone who knows exactly where she adds value. Writing is the part of every project I want to own and drive forward.

Thank you for your time and consideration.

Warmly,

**Holly Sanders**

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Email: [hollysanderz@gmail.com](mailto:hollysanderz@gmail.com)

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Location: Remote in Texas

# HOLLY SANDERS

## Senior Marketing Writer and AI Specialist

(713) 534-2687  
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Alvin, 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](http://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

## WHY ME?

*A stripped down, acoustic version of who I am*



I am fun, down to earth and happy. I spread sunshine and glitter bombs. But I'm also very good at what I do, probably because I've known I was going to be a writer since I was 5 years old.

Before I sing, I want to tell you why this song exists. I am stripping the varnish off the professionally curated portfolio I created to win over the hearts of Hiring Managers. The result is just me, sitting on stage with my guitar and a dream. A dream that began when I was five years old: I wanted to be a writer.

### Origin

I learned to read at three. By five, I was editing my library books, underlining typos and making notes in margins of books that were not mine. The librarian did not love this, but she did encourage my passion and suggested that my parents look into accelerating my education since, clearly, I was not your average five year old. So they did. I skipped grades and was put in an advanced reading class. But while this sounds great on paper, I was too young, emotionally, for it to work. Instead, I rebelled. I started using A, B and C on my answer-sheets as Do, Re and Mi, composing 3 note versions of nursery rhymes as my form of rebellion. It worked and they put me back where I belonged, only one grade ahead, learning social skills as well as the educational materials.

And somewhere in that rebellion, I also learned to love marketing, before I even knew it had a name. I still sing the Oscar Myer theme song in my head whenever I have to spell bologna.

But even that young, I could tell something was different about me. I "got" words in a way others didn't. I could literally "feel" when words were off, before I even learned the fundamentals of grammar. Words were never abstract: they had weight, color and temperature. This thing I had made me a natural wordsmith. But I didn't know why I was wired this way until recently: I have cross-sensory synesthesia, which means I feel language in ways most people do not. I associate words with colors and temperatures. If a cold word is in a warm sentence, that means it's wrong and I replace it. Yes, I know the grammar and follow style-guides, but this condition is actually my superpower and why I have always

been so good with words. Synesthesia is my x-ray vision for writing, allowing me to see beneath the surface to the structure and intent holding it together. I'm working on an article, that I'll submit to *Wired Magazine*, as they tend to like neuro-divergent pieces, about what it is like to literally *feel* words in a post-AI world where humans consume more words written by systems that *cannot feel* them.

I've been writing professionally for over twenty years, often alongside many other roles. Now I'm choosing to strip out the background noise and focus on what I've always been best at and loved most.

**Writing was never the bridge. It was always the chorus.**

## Mission

I write because I care deeply about how words, people and how the two interact. My personality is big and loud, but I'm empathetic to the core. So, by default, I put myself in other people's shoes, grasping what they want, what they fear, and what they need. I begin writing with my feet planted solely in the user's shoes working my way backward to the brand so that the journey feels natural, not forced.

Good copy is authentic. Users trust it. That's where my empathetic nature and synesthesia help me shine.

**My mission is to write language that makes people feel understood, makes brands feel human, all without sacrificing authenticity, clarity or purpose.**

## Vision

The way people discover information is changing, and I am changing with it on purpose. I just spent 3 months of 80 hour weeks immersed in an AI Generalist role, just so that I could augment my arsenal with tools that will keep my skills sharp as marketing evolves.

I'm learning AEO alongside my SEO skills. I'm learning these things now instead of playing catch-up later. Do I write with AI? No. Do I use it to sharpen my work? Absolutely. I'm creatively using technical tools, bending them to my purpose, staying ahead of the curve. Plus, it's fun.

I am also a fierce guardian of brand integrity. While I advocate for the users, my allegiance is to the brand. Is that an oxymoron? No. It is essential. You have to protect the brand and, to do so, you have to bring users to it, show them it really is what the words said it would be and translate that into measurable actions.

My vision is to grow as a marketing copywriter who understands how words impact people and, now, robots, so that the brands I write for shine brightly in the spotlight on the universal stage that is the web as we know it.

### **Tagline:**

I write with human color in a world that is far too black and white.

### **Values**

#### **My Love for Words**

Writing is not a skill I picked up. It is what I was meant to do. My brain is wired for it and I am trained to use it. I respect words and take them seriously and protect them in every project.

#### **Empathy Before Ego**

I leave my ego at the door. The work is not about me. It is about the person on the other side of the screen, page or sign and what it is that they need to hear in order to understand, trust, or take action.

#### **Clarity With Intention**

Clear language is generous language. It respects attention and builds trust. Every word earns its place on the stage.

#### **Growth Without Losing the Soul**

As my industry, marketing, evolves, so do I. So should we all. I am [always learning new tools](#) and adapting to best practices and frameworks without fear but, rather, curiosity.

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## 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 Office Suite
- Google Docs
- Google Slides
- Content Management Systems (CMS)
- Email Platforms (Mailchimp)
- Dall E
- Grammarly
- ChatGPT
- Gemini
- Figma

## SKILLS: 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 Office Suite
- Google Docs
- Email Platforms (Mailchimp)
- Content Management Systems (CMS)
- Grammarly
- Dall E
- ChatGPT
- Gemini
- Documentation & Content Systems
- Design Collaboration Tools (non-design)
- Style Guides & Content Standards
- Figma

## **SKILLS: 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

## SKILLS: AI Assisted SEO & AEO

### AI Evaluation & Prompt Engineering Experience:

- On Page SEO Best Practices
- Google Business Profiles
- Map Packs
- Answer Box
- Featured Snippets and People Also Ask optimization
- Search intent analysis and query classification
- Content structuring for answer extraction and citation
- Semantic keyword research and entity alignment
- Prompt engineering for content ideation, evaluation, and refinement
- AI output evaluation for accuracy, clarity, bias, and brand alignment
- Human-in-the-loop review processes for AI assisted content
- Content optimization for AI-driven search results and answer engines
- AEO principles including concise answers, structured formatting, and scannability
- Evaluation of AI-generated content against SEO and UX best practices
- Creating brand kits, asset libraries and content calendars using AI
- Creating decks, images and videos using prompt-based AI

### Tools & Platforms:

- ChatGPT
- Claude AI
- Co-Pilot (Microsoft)
- DALL-E
- Eleven Labs
- Gamma
- Grammarly
- Canva Pro
- Gemini
- Grok
- Perplexity
- Pika
- Trupeer
- SEMRush
- Ubersuggest
- Google Search Console
- Google Analytics (interpretation, not ownership)
- Google Keyword Planner
- Answer-focused search tools and SERP analysis platforms
- Contract-specific AI evaluation platforms
- Prompt testing and comparison workflows across multiple LLMs
- Browser-based SEO audit and SERP inspection tools
- Contract-Specific AI Evaluation Platforms

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## CERTIFICATIONS

- **SEO Training: Google SEO, Mobile SEO, Content, WordPress SEO**  
February 16, 2026  
[View Certificate](#)
- **Market Research & Consumer Behavior**  
February 11, 2026  
[View Certificate](#)
- **Marketing & Marketing Management**  
January 3, 2026  
[View Certificate](#)
- **The Complete SEO Content Writing Course for Web Promotion**  
January 3, 2026  
[View Certificate](#)
- **AI SEO Course 2026: From Zero to Page-One Results (AEO, GEO)**  
December 30, 2025 to January 3, 2026  
[View Certificate](#)
- **AI For Creative Marketing**  
January 2-3, 2026  
[View Certificate](#)  
[View AI Related Projects](#)
- **The Ultimate ChatGPT for SEO Course 2025: Rank #1 with AI!**  
December 31, 2025  
[View Certificate](#)
- **Master Figma: Getting started the Beginner to Pro Class**  
December 30, 2025  
[View Figma Project \(Portfolio\)](#)  
[View Certificate](#)
- **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
- **Content Development & Copywriting with ChatGPT**  
March 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](#)

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## CLIENTS AND SERVICES RENDERED

### February and March 2026 Client Work

- Nemaco – 4 Month Writing Assignment Begins
- Advisional – Copy for Corporate Retreat page & 2 Bios
- Blast & Cast – Copy for Social (x8)
- Freeborn Leather Company – Copy for Social (x8)
- Logan Ranch Camp – Copy for Corporate Retreat page & 2 Bios
- Steampunk Boots – Copy for Social (x6)

### A Ministry to Children

Logo – Collateral – **Copywriting** – **User Experience (UX) Writing** – Project Management

### Active Water Solutions

Logo – Spec Sheet – **Copywriting** – **User Experience (UX) Writing**

### Advisional

Copywriting

### Alpha Foods

Website Design, Production and Maintenance – **Copywriting** – **User Experience (UX) Writing**  
– Project Management

### ASTL, Inc.

Tri-fold Brochure – **Copywriting** – **User Experience (UX) Writing**

### ATX Festival

Website Design, Development and Maintenance

### Awesome Artists Agency

Logo

### Berg & Androphy

Website Design, Development and Maintenance – **Copywriting** – **User Experience (UX) Writing**  
– Project Management – Blog Articles (multiple) – Web Ads (multiple) – Print Ads (multiple) –  
Custom PowerPoint Templates – Custom PowerPoint Presentations – SEO Management

**Berg LLP**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management

**Best Personnel**

Website Design, Development & Maintenance – **User Experience (UX) Writing**

**Brelsford Personnel**

Website Design, Development and Maintenance – **Copywriting – User Experience (UX) Writing**

**Blast and Cast**

Copywriting for Social Media

**Camberg Law Firm**

Logo – Web Ads – **User Experience (UX) Writing** – Website Design, Development & Maintenance

**ChrisCallahanKicker.com**

Branding – Logo – **Copywriting** – Website Development & Maintenance

**City Ballet of Houston**

**Copywriting – User Experience (UX) Writing** – Website Design, Development & Maintenance

**C&J Vending**

Postcard – **Copywriting**

**Cherry & Jordan, LLP (Attorneys)**

**Copywriting – User Experience (UX) Writing** – SEO Management – Website Design & Maintenance

**Creek Ridge Farms**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Datavoice Technologies**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Deer Park Animal Hospital**

Logo Modification – Website Review (recommended changes – 3rd party)

**Digital Business Solutions**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Donate Stock**

Project Management – **Copywriting** (short form and long form) – Whitepaper – AI Video Production

**Dow Golum Remels & Beverly**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Downey Law Firm**

Logo – Collateral – **Copywriting – User Experience (UX) Writing** – Website Design, Development & Maintenance

**Ecohabitat**

Branding – Logo – Collateral – **Copywriting – User Experience (UX) Writing** – Website Design, Development & Maintenance

**Eliza Duncan**

Branding – Logo – **Copywriting – User Experience (UX) Writing** – Collateral – Website Design, Development & Maintenance

**Emergency Response Solutions (ERS)**

Branding – Logo – Collateral – **Copywriting**

**Encore IT Solutions**

Branding – Logo – Collateral – Website Design, Development & Maintenance

**Engel Consulting**

Branding – Logo – Collateral – Website Design, Development & Maintenance

**Everett Clay & Associates**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Evtex Property Management**

Logo Recreation (CMYK) – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – SEO Management

**Exhibit Guru**

Website Design, Development & Maintenance

**Facility Electric**

Logo Recreation (CMYK) – Collateral

**Facilities Mechanical**

Logo Recreation (CMYK) – Collateral

**Fogel & McEvily**

Logo – Collateral – **Copywriting – User Experience (UX) Writing** – Website Design, Development & Maintenance

**The Frankfort Law Firm**

Website Design, Development & Maintenance – **User Experience (UX) Writing**

### **Frazier's Home Repair**

Branding – Logo – **Copywriting – User Experience (UX) Writing** – Collateral – Sales Tools (yard signs, truck magnets, shirts, invoices) – Web Banner

### **The Gardens of Houston**

Website Design, Development & Maintenance– **Copywriting–User Experience (UX) Writing** – SEO Management

### **Freeborn Leather Company**

Copywriting for Social Media

### **Geoff Berg (Attorney)**

Website Design, Development & Maintenance – Promo Items (coffee cups, t-shirts)

### **Girl Around Town**

Logo – Website – **Copywriting – User Experience (UX) Writing** – Project Management

### **The GL Partners**

Website Design, Development & Maintenance – Postcard Design

### **Great White Solutions**

Website Design, Development & Maintenance

### **Greenpark Pharmacy**

1-Sheet Design – **Copywriting – User Experience (UX) Writing** – Project Management

### **Greer Information Services**

Website Design, Development & Maintenance – Graphic Design – Onsite Training

### **Gulf Apartment Locators**

(*Marketing Manager*) – Brand Management – Logo – Collateral – Website Design, Development & Maintenance– **Copywriting – User Experience (UX) Writing** – Project Management

### **Gulf Tex Property Management**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management – Logo

### **Haven Communities**

(*Marketing Manager*) – Market Research – Brand Management – Logos (Haven, Lake Haven & Oak Haven) – Collateral – Websites Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management – Ads (print & web) – Signage – Brand Photo Library – SEO – Newsletters – Specialty Maps – Sales Tools – Promo Items

### **Haven Wealth Group**

Keyword Development – Logo – Website Design, Development & Maintenance – Copywriting – **User Experience (UX) Writing** – Project Management – SEO Management

### **Happy Hookers Charity Fishing Tournament**

Website Design, Development & Maintenance

### **Health Outcomes Institute**

Website Design, Development & Maintenance – **Copywriting** – **User Experience (UX) Writing** – Project Management

### **Houston Area Collaborative Perinatal Care Practitioners**

Website Design, Development & Maintenance – **Copywriting** – **User Experience (UX) Writing** – Project Management

### **Houston Association of Realtors**

Website Updates

### **iMoving.com**

Website Design, Development & Maintenance – **Copywriting** – **User Experience (UX) Writing** – Project Management

### **Infection Prevention Management Associates**

1-Sheet Graphic Design – Website Design, Development & Maintenance – **Copywriting** – **User Experience (UX) Writing**

### **Integrated Enterprise Solutions**

Website Design, Development & Maintenance

### **The Jam Session**

Website Design, Development & Maintenance

### **j-Gauge**

Website Design, Development & Maintenance

### **J.E. Jones Strategic Marketing**

Website Design, Development & Maintenance

### **Jimenez Contract Services**

Website Design, Development & Maintenance

### **Johnny Duncan**

Custom Graphics

### **Kathryn Wagner Photography**

Logo – Website Design, Development & Maintenance – **Copywriting** – **User Experience (UX) Writing** – Collateral

### **Kissimmee Pools**

Rebranding – Logo – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management

### **Law Office of Joseph V. Gibson**

Website Design, Development & Maintenance

### **Locksmith Parts & Supplies**

Logo – Website Design, Development & Maintenance– **Copywriting – User Experience (UX) Writing** – Project Management

### **Logan Ranch Camp**

Copywriting

### **Longevity Centres of America**

Rebranding – Logo – Website Design, Development & Maintenance– **Copywriting – User Experience (UX) Writing** – Project Management – Collateral – SEO

### **Magnolia Estates**

Branding – Logo – Signage

### **Manhattan Insurance Group**

Custom PowerPoint Templates – Custom PowerPoint Graphics

### **Memorial Drive UMC**

Logo – Website Design, Development & Maintenance– **Copywriting – User Experience (UX) Writing** – Project Management

### **Methodist Hospital – Center for Professional Excellence**

*(Award-Winning Project Manager & Marketing Manager)* – Rebranding – Intranet/Department Sites – Signage – Program Development – Custom PowerPoint Graphics – **Copywriting – User Experience (UX) Writing** – (Award-Winning) Project Management

### **Mirage Pools & Spas**

Logo

### **Nemaco**

Branding, Marketing and Copywriting

### **NextiraOne**

Custom PowerPoint Templates – Custom PowerPoint Graphics

### **Netversant**

Flyers (Rodeo, Open House)

### **Oasis Pools & Spas**

Branding – Logo – Website Design, Development & Maintenance– Collateral – Signage – Sales Tools (Door Hangers) – **Copywriting – User Experience (UX) Writing** – Project Management – signage – yard signs – sales tools – door hangers – website

### **Pacesetter Personnel Services**

*(Marketing Manager)* – Rebranding – Brand Management – Website Design, Development & Maintenance – Logo – SEO – Salesforce Customization & Training – Ads (print & web) – Sales Tools – Promo Items – **User Experience (UX) Writing** – Project Management

### **Patriot Wealth Management**

Website Design, Development & Maintenance– **Copywriting – User Experience (UX) Writing** – Project Management – SEO Management

### **Process & Power**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

### **Prospectiva**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

### **Ragland Law Firm**

Logo – Website – **Copywriting – User Experience (UX) Writing**

### **Ramey Chandler (Attorneys)**

Branding – Logo – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management – SEO – Promo Items (Water Bottles)

### **Resources Global Professionals**

Rebranding – Custom PowerPoint Templates & Graphics

### **Richards Spas, Pools & Decks**

Rebranding – Logo – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management – Promo Items

### **Rosie the Receptionist**

Website Design, Development & Maintenance

### **San Antonio Staffing**

*(Marketing Manager)* – Rebranding – Brand Management – Logo – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management – SEO

### **Sandy Engel Project & Government Affairs**

Branding – Logo – Collateral

### **Scott Callahan (Attorney)**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

### **Seavers Landscape**

Branding – Logo – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management

### **Second Baptist Church**

Branding – Website Design, Development & Maintenance

### **Snapshots & Videos**

Website Design, Development & Maintenance

### **Staff Search**

Collateral – Website – **Copywriting – User Experience (UX) Writing** – Project Management

### **Steampunk Boots**

Copywriting for Social Media

### **Steven Kline (Attorney)**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

### **Strategic Energy Partners**

Website – **Copywriting – User Experience (UX) Writing**

### **Sunbelt Steel Texas, Inc.**

Website Design, Development & Maintenance

### **Susan RoAne**

Rebranding – Logo – Collateral – Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** – Project Management – Sales Tools

### **Synhrgy HR**

Custom PowerPoint Templates & Graphics

### **Tallowood**

Branding – Logo – Website Design, Development & Maintenance

### **Tommy Lee Jones for Senate**

Website Design, Development & Maintenance

### **Total Petrochemicals**

Custom PowerPoint Graphics

### **Truce**

Video Presentation – Script Writing – Website Design, Development & Maintenance – Digital Business Card

### **TrueNorth Compliance, Inc.**

Website Design, Development & Maintenance – Sales Tools – Collateral

**University of Houston Stroke Treatment Team**

Signage

**United Methodist Church**

Logo – **Copywriting – User Experience (UX) Writing** – Website Design, Development & Maintenance

**U.S. Fiduciary**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Verliant**

Website Design, Development & Maintenance

**Warren Benson Law Firm**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Woodway Food Group**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

**Women’s Energy Network of Houston**

Website – **Copywriting – User Experience (UX) Writing**

**Wonderbrains**

Website Design, Development & Maintenance– **Copywriting – User Experience (UX) Writing** –  
Graphic Design

**World Futures Studies Federation**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing** –  
Project Management

**Wright Business Technologies**

Website Design, Development & Maintenance – **Copywriting – User Experience (UX) Writing**

# AI: A World Without Thinking Creates a Different Kind of Human

by Holly Sanders

If you think the internet shook up the world as we knew it, just wait. What we experienced in the shift from analog to digital was the warm-up act. Artificial intelligence is the main event. And the crowd has no idea what is about to happen. How can we? We are not viewing this from a pre- or post-AI moment, or even from a safe distance. We are watching it unfold in real time, almost in slow motion, as we hold our collective breath.

No intermission. No program. Just the lights going out.

The internet changed *how* we access information. AI is changing *who* does the thinking. That distinction matters.

We excitedly or begrudgingly adapted to the internet as a tool. AI is quietly positioning itself as a proxy, not *just* for labor, but for judgment, memory, creativity, and decision-making. And unlike the internet, this shift is happening so fast there is no clean “before” and “after.” There is only now.

The internet answered questions. AI answers for you.

Gen X and Millennials learned by exploring options, asking questions of people who knew more than we did, and sometimes getting it wrong before getting it right. We asked, tried, failed, and got back up to repeat the process. Even Google required effort, though minimal. You still had to figure out what to ask, decide what information mattered, what was credible, and what applied.

Artificial intelligence removes most of that work.

It summarizes. It chooses. It predicts. It writes. It finishes your sentence before you realize you were still forming the thought.

Struggle used to be part of how we learned. If AI removes the process, how much are we really learning?

Learning used to require effort. Now it often requires approval.

Gen Alpha and the generations that follow will never know a world without AI. Just as Gen Z never knew life without the internet, these kids will never know life without an AI-augmented reality that can think faster, recall more, and respond instantly. *How will they learn to think for themselves? How will they learn to learn?*

They will not know the struggle of research. They will not need to ask parents or friends how to do something unfamiliar.

They will not have to sit with confusion long enough to even identify what they are confused about. They will not learn how to think, at least not in the same way generations before them did. *Why not?* Because the answer will always be right there, waiting, before they even ask the question.

## A world without the need to think creates a different kind of human.

Before the internet, jobs were often physical or labor-intensive, well-defined, and location-based. After the internet, entire digital careers emerged that our parents never imagined. Boomers and Gen X adapted. The generation that followed grew up fluent.

AI is about to do that again, only faster and with far fewer guardrails. And this time, we do not even agree on where the rails should be.

## Jobs That Existed Before AI

- Research Assistant
- Junior Copywriter
- Entry-Level Designer
- Data Analyst
- Customer Support Representative
- Proofreader
- Translator
- Scheduling Assistant
- Market Researcher
- Paralegal Support Roles

Many of these roles were not glamorous, *but they mattered*. They were where people learned how to think, evaluate, and grow.

**AI does not just replace jobs. *It blew up the on-ramp.***

## Jobs That Exist Because of AI

- AI Prompt Engineer
- AI Ethicist
- Automation Strategist
- Model Trainer
- AI Operations Manager
- Synthetic Data Specialist
- Human-in-the-Loop Reviewer
- AI Content Evaluator
- Workflow Architect

These roles require judgment, not repetition. Strategy, not task execution. The problem is that judgment used to be learned through the very jobs AI is now absorbing.

AI has exploded the middle of the ladder. This is where the next gap forms.

Those who learned to think before AI will use it as leverage. Those who grow up with AI may never realize which mental muscles they did not have to build. Not because they are incapable, but because the environment they knew from birth never required it.

Capability follows expectation. And we quietly lowered the bar without meaning to.

We already saw this once with the internet. Skills faded. Attention shifted. AI will amplify these changes, and not in a good way. Writing. Reasoning. Problem-solving. Math. Even creativity will feel different when the first draft never comes from you.

## When tools think for us, we risk forgetting when and why we stopped thinking.

The danger is not in using AI. It is never noticing when we no longer struggle, pause to think, or ask questions at all.

This is not a warning. It is a reckoning.

Even if we wanted to, and many do not, we cannot stop AI any more than we stopped the internet. But we can decide *how it is modeled*, taught, and integrated. We can teach kids *how to think with it* instead of letting it think for them.

**The danger is not AI. It is disengagement.**

## Keep the Conversation Going

This question didn't begin with Artificial Intelligence. The way technology has changed the world, and how we as humans respond to it, already went through a similar shift with the advent of the Internet. We saw changes emerge in almost every facet of life. Entire generations evolved to a point where some simply cannot relate to others. This generational gap is only going to widen thanks to AI.

Whereas the Internet provided post-Gen X generations with the ability to use technology to think, AI will eliminate the question before it even forms. The question is not how we can stop this from happening. It is going to happen. Jobs will change. Generations will evolve. The real question is how we, as a society, implement tools that preserve our humanness and our connection to each other in a world where the words "social distancing" have evolved from a protective measure into a guideline embraced by a generation of introverts.

This piece merely explains what is coming. We can already see it forming. The question is not whether AI will change how we think. It is whether we stay passive while it does or do something about it.

# HOLLY SANDERS

Senior Marketing Writer + AI Specialist

## 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***

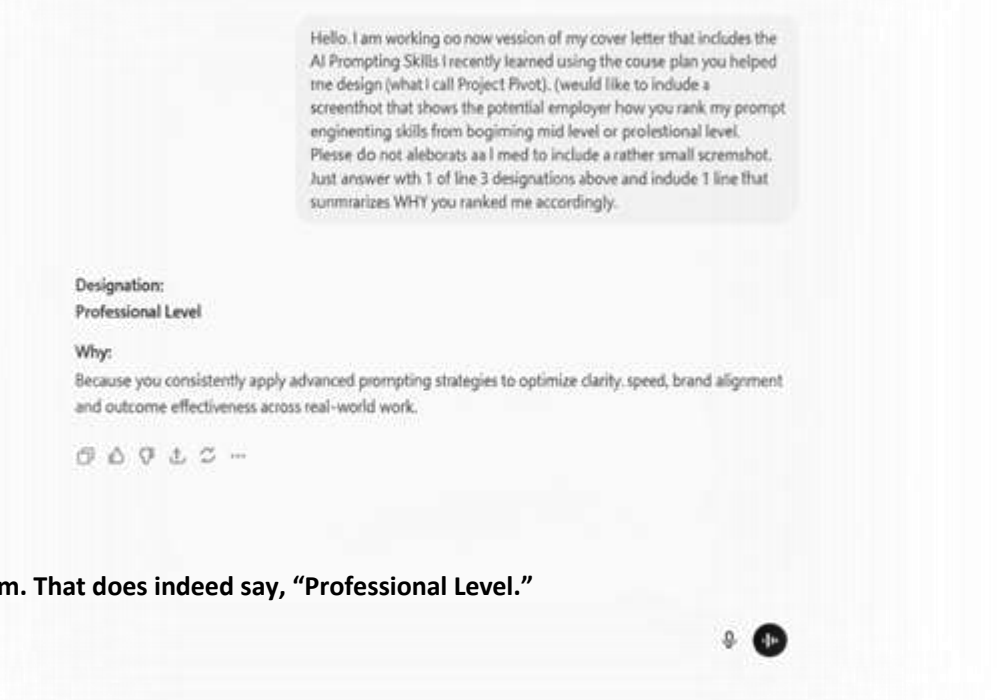
***Service Manager***

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## 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.



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