

Cassie Sanchez

Senior Copywriter

10 years' experience in copywriting and content, mostly in tech startups. Strategic thinker, versatile writer, trained marketer, natural creator. Self-directed and enthusiastic. Loves a messaging challenge.

EXPERIENCE

Textio, Remote

Senior Copywriter & Lifecycle Marketing Strategist

August 2019 - Present

- Own copy across brand, marketing, product, and sales—from thought leadership to product copy to website conversions and beyond
- Manage editorial style guide and creative brief process
- Ghostwrite for execs, edit and coach other writers

Key results

- 167% increase in average email open rate for the brand
- 215% of webinar registration goal with email and social content
- 37% increase in customer touch points
- 107% increase in organic search sessions in 10 days on SEO'ed article

Freelance, Remote

Senior Copywriter

April 2017 - August 2019

- Wrote copy and content for tech, HR, wellness, and lifestyle companies
- Consulted on brand messaging and content marketing strategy

Key results

- 60% response rate on cold email campaign
- 11+ client referrals

Mighty AI (acquired by Uber), Seattle, WA

Senior Content Marketing Manager

December 2015 - April 2017

- Led content marketing, social media, and SEO
- Wrote all B2B copy and some B2C
- Ghostwrote for execs

Key results

- 1st page of Google for top 3 keywords in 5 months
- Converted Google to a customer via email campaign

Crazy Sexy Wellness, Remote, Content & Social Media Manager, 2015

Accelerite, Seattle, WA, Content Marketing Manager, 2014-2015

The Rebus Agency, Houston, TX, Online Marketing Manager, 2012-2014

LyntonWeb, Houston, TX, Online Marketing Specialist, 2011-2012

South Central Media, Evansville, IN, Digital Project Manager, 2010-2011

The JAM Brands, Louisville, KY, Event Coordinator, 2008

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cassieranae.com

SKILLS

Conversion copywriting
Strategic content writing
SEO writing
Brand messaging
Product positioning
Content marketing
Content/copy editing
Ghostwriting
Independent work
Project management

EDUCATION

Purdue University

B.A. Communication

2008

West Lafayette, IN

PORTFOLIO

cassieranae.com

OTHER

- Personal-growth writer on Substack: woyou.substack.com
- Winner of "Leading with curiosity" award