

# CASSIE SANCHEZ

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A decade of experience in copywriting and content, mostly in tech startups. Strategic thinker, versatile writer, trained marketer. Enthusiastic and self-directed. Loves a messaging challenge. Key competencies include:

Copywriting	-	Content writing	-	Editing	-	Research
Content strategy	-	SEO	-	Analytics	-	Content marketing
SaaS	-	HR	-	Wellness	-	B2B & B2C

## WORK EXPERIENCE

*Senior Copywriter & Editor - Textio, Remote* *08/2019 - present*

- o Own copywriting across customer lifecycle—brand, demand gen, product, sales, and customer success.
- o Develop brand and product messaging, enforce editorial standards across content.
- o Write/ghostwrite short- and long-form pieces, from conversion microcopy to thought leadership articles.

*Senior Copywriter - Self-employed, Remote* *04/2017 - 08/2019*

- o Developed copy and content for tech, HR, wellness, and lifestyle brands.
- o Consulted on brand messaging and content marketing strategy.
- o Ghostwrote for execs.

*Senior Content Marketing Manager - Mighty AI (acquired by Uber), Seattle, WA* *12/2015 - 04/2017*

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

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

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

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

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

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

## PORTFOLIO

[cassieranae.com](http://cassieranae.com)

## EDUCATION

*B.A. Communication - Purdue University, West Lafayette, IN*

*Graduation Year - 2008*