

CASSIE SANCHEZ

SENIOR COPYWRITER & CONTENT STRATEGIST

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A decade of experience in copywriting and content, specializing in health & wellness, HR, and AI. Key competencies include:

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

WORK EXPERIENCE

Senior Copywriter & Content Strategist - Self-employed, Remote *01/2025 - present*

- o Developing clever content strategies across brand, demand gen, product, sales, and loyalty.
- o Crafting breakthrough content and copy for smart marketing teams.

Senior Copywriter & Editor - Textio, Remote *08/2019 - 01/2025*

- o Owned copywriting across full customer lifecycle, ghostwrote for execs.
- o Developed brand and product messaging, enforced editorial standards across content.

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

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

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, ghostwrote for execs.

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

EDUCATION

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

2008