

Sarah Holliday, Ph.D.

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[Portfolio](#) | [LinkedIn](#)

WORK EXPERIENCE

RAPP

Dallas, TX

Creative Supervisor (Copy)

August 2024 – Present

- Brand leader for General Motors' accessories and loyalty divisions, overseeing development and execution of CRM campaigns with strong focus on digital.
- Lead, develop, and mentor a team of copywriters.
- Manage production workflow and team resourcing within budget and timing constraints.

Senior Copywriter

October 2021-December 2023

- Created direct mail piece targeting potential Branded Wholesalers for ExxonMobil that resulted in \$2.5 million in additional revenue.
- Developed templated emails for Toyota and Lexus dealerships nationwide in partnerships with designers and developers.

Peloton Interactive

Plano, TX

Senior Content Analyst

January 2024 - August 2024

- Managed cross-functional projects related to the maintenance of internal and customer-facing knowledge bases.
- Transitioned both internal and external knowledge bases from Zendesk to Salesforce within six weeks, working closely with Business Process and Engineering teams.

Toyota Insurance Management Solutions

Plano, TX

Copywriter

October 2020-October 2021

- Acted as sole writer for entire company, designing strategic and creative content for both marketing needs and product teams.
- Managed Facebook and LinkedIn accounts, creating and presenting monthly social media reports directly to C-Suite executives.
- Mapped information architecture of and developed micro-copy for the Toyota Insurance quote flow.

LEADERSHIP EXPERIENCE

The Neighborhood (RAPP)

Dallas, TX

Content Lead

April 2023-December 2023

- Managed the creation and publication of RAPP's DE&I monthly newsletter.
- Curated personal stories from RAPP employees relating to religious and cultural holidays, editing for clarity and content.

Graduate Historical Association (Vanderbilt University)

Nashville, TN

Secretary

August 2015-May 2016

- Coordinated professionalization workshops and social gatherings for History Department graduate students.
- Facilitated official communication between graduate students and faculty.

EDUCATION

Vanderbilt University

Nashville, TN

Ph.D., M.A. in History

Graduation Date: August 2019

Baylor University

Waco, TX

B.A. in University Scholar (History, French, Slavic Studies)

Graduation Date: May 2013

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint) | Figma | Salesforce Knowledge | SEO | Public Speaking & Presenting

Interests: Reading, Writing, Developmental Editing, History, Knitting & Crochet