

Senior B2B Copywriter

Sasha Rinehart

Professional summary

Results-driven Senior B2B Copywriter with experience crafting persuasive content for SaaS, fintech, and enterprise tech sectors. Skilled in transforming complex technical concepts into clear, compelling messaging that accelerates lead conversion. Proven track record of boosting lead generation, enhancing product messaging, and collaborating with cross-functional teams to support growth objectives.

Experience

Senior B2B Copywriter

January 2020 - Now
MetricStack / Chicago

- Develop sales enablement content that contributed to a 35% year-over-year increase in closed deals.
- Revamp the company's blog strategy, boosting organic leads by 60%.
- Develop comprehensive content pillars and messaging for successful product launches and feature updates.
- Lead copy efforts for a rebranding initiative that resulted in a 40% increase in website traffic.

Content Strategist

June 2016 - December 2019
DataSprout / Remote

- Co-authored webinar scripts and email nurture sequences that contributed to a 23% demo booking rate.
- Partnered with design teams to create engaging visual content that improved user engagement by 15%.
- Created customer-facing product documentation that increased customer satisfaction scores by 20%.

Extracurricular Activities

- Volunteer Writer, Code for Good** — Develop content for nonprofit tech organizations, helping to create web copy, case studies, and blog posts for social impact.
- Guest Speaker, B2B Marketing Summit 2022** — Delivered a talk on "Transforming Complex Products into Compelling Content: Strategies for SaaS Copywriters."

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Links

 portfolio:
www.sasharinehartportfolio.com

Education

Bachelor's in Journalism & Business Writing
University of Illinois Urbana-Champaign
2015

Skills

Lead-generation content (whitepapers, case studies, landing pages)	
Product messaging	
Email funnel copywriting & automation	
Technical writing for non-technical audiences	
Cross-functional collaboration with marketing, sales, and product teams	
SEO content optimization	

Awards

-  Best B2B Content Strategy Award (2022)
-  Employee of the Year, MetricStack (2021)

Languages

-  Spanish (Intermediate)