
Josh Sparrow

Marketing Content Specialist

JoshSparrowCopywriting.com

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SKILLS

Self-motivated, highly adaptable copywriter and copyeditor, with a strong knowledge of email marketing, inbound marketing, CTA optimization, ghostwriting, and SEO best practices.

EXPERIENCE

LearnPlatform | Raleigh, NC - *Marketing Content Specialist*

May 2018 - PRESENT

- Write, edit, revise, and publish content for blogs, social media, sales collateral, web pages, case studies, landing pages, and more.
- Write, edit, revise, send, and track results of outbound emails for conferences, webinars, product releases, general sales outreach, and more.
- Write, edit, and work with outside agency to create a script and 90 second video around LearnPlatform offerings.
- Support Sales, Customer Success, Product Development, and Research teams with various reports, videos, presentations, and other content on an as-needed basis.
- Drive and track marketing qualified leads, as well as other KPIs.

Abrams Learning Trends | Austin, TX - *Marketing Content Specialist*

July 2016 - May 2018

- Write and edit content for blogs, white papers, emails, eBooks, infographics, brochures, sales playbooks, and more.
- Develop and execute strategies for inbound marketing campaigns.
- Create annual Sales Playbooks for field reps, with shareable content and talking points around more than a dozen educational products.
- Write and help design annual catalogs, featuring multi-page layouts of more than a dozen educational products.
- Research, write, and submit proposals to RFPs from states and districts.

StreetAuthority, LLC | Austin, TX - Junior Copywriter

June 2014 - May 2016

- Create content for financial articles, landing pages, emails, Google ads, and long-form promotional pieces.
- Write and edit scripts for promotional videos and lead generation campaigns
- Stay up-to-date on financial trends and stock market changes
- Copyedit all other customer-facing communications

We Do Web Content | Freelance - Copywriter

2015 - 2016

- Research and write short-form and long-form pieces for law groups around the United States regarding workers comp, auto accidents, medical malpractice, and various other legal topics.

Vivial | Freelance - Copywriter

2016 - 2017

- Research and write short-form SEO-based articles for a wide variety of clients that included schools, retailers, software companies, art institutes, and more.

ACHIEVEMENTS

- Increased total blog views by +79% and website page views by +73% with LearnPlatform
- Attributed to 65% revenue growth, year over year, with Abrams Learning Trends in my first year with the marketing team
- Hubspot Inbound Marketing Certified

EDUCATION

University of South Carolina, Columbia - B.S. in Marketing

August 2007 - August 2011

VOLUNTEER WORK

- Volunteered with Education Connection in Austin, TX, meeting with below-level readers in 2nd grade to help improve their fluency, comprehension skills, and overall reading abilities.
- Organized a volunteer day with my current team to help sort produce at the Raleigh Food Bank.