

JOSH SPARROW

Copywriter | Content Marketer | Brand Storyteller

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PROFESSIONAL SUMMARY

A results-driven product marketing professional with over a decade of experience in launching new products, boosting brand visibility, and creating impactful content for B2B companies. Skilled in crafting strategic messaging, driving market engagement, and converting prospects into loyal customers through data-driven marketing initiatives and compelling storytelling.

AREAS OF EXPERTISE

- Content creation and copywriting
- Product messaging and positioning
- Omni-channel campaign development
- Market research and analysis
- Team leadership and management
- GTM strategic planning
- Data-driven decision making
- Product launch management
- Sales enablement

PROFESSIONAL EXPERIENCE

Copywriter & Content Manager, Brightly Software | March 2024 - Present

- Lead content creation for all external marketing pieces, including blogs, paid ads, reports, white papers, and guides, ensuring alignment with brand voice and conversion goals.
- Collaborate with SMEs to develop targeted content for industry-specific demand generation, addressing client pain points and driving engagement.
- Oversee all website messaging updates, focusing on improved user experiences, SEO, and content alignment with marketing objectives.
- Partner with internal stakeholders to define project objectives, gather insights, and meet deadlines, ensuring efficient content delivery.
- Convert complex technical and creative information into compelling copy for multiple marketing channels.
- Act as copyeditor for all campaign initiatives, ensuring consistency with Brightly's voice and style guide across all internal and external content.
- Develop data-driven content strategies that increase organic traffic, engagement, and lead conversion.

Senior Product Marketing Manager, Imagen | Apr 2023 - Nov 2023

- Collaborated with C-Suite leaders to develop and launch the company's new product line, including creating new messaging and positioning strategies, overseeing GTM schedule, and developing launch assets for internal and external audiences
- Supported Sales leaders by developing targeted marketing campaigns for mid-market prospects, resulting in a 100% increase in MQL acquisition
- Created informational and educational content around the company's product line, including blogs, 1-pagers, white papers, video scripts, call scripts, pitch decks, etc.
- Continually tested, analyzed, and updated messaging and positioning strategies to optimize product awareness and increase customer engagement

Sr. Content Marketing Manager, Hip eCommerce | Nov 2019 - Oct 2022

- Spearheaded all marketing efforts for Hip eCommerce's B2B and B2C efforts, including spearheading the development of the company's "Seller Marketing program," which accounted for more than \$250,000 in monthly gross merchandise volume
- Developed product messaging and positioning strategies for the company's three unique platforms -- HipStamp, HipComic, and HipPostcard -- ensuring distinct and compelling value propositions for each
- Optimized the company's "Seller Marketing Program" to include more than 300 participants, equating to a 500% increase in Hip eCommerce's monthly top-line revenue
- Strategized and oversaw monthly omnichannel marketing campaigns, including collaborating with Sales, Customer Success, and Marketing teams to analyze market trends, develop dedicated content, manage launch calendar, and analyze campaign performance post-launch
- Managed a team of 6 content marketers to develop customized marketing plans for Premium-tier SMBs

LearnPlatform, Content Marketing Manager | May 2018 - Nov 2019

- Led the launch of new product features and services, driving awareness, engagement, and usage of LearnPlatform's edtech software across top U.S. school districts.
- Increased Marketing Qualified Leads (MQLs) by over 200% within six months by utilizing market research, customer profiles, and lead-scoring metrics to optimize customer engagement.
- Partnered with Sales and Product teams to craft go-to-market strategies, positioning new product features to drive success with existing customers and increase win rates for new prospects.
- Collaborated with the Demand Generation team to expand market presence and drive pipeline growth through the creation of strategic content, including videos, webinars, and email nurture campaigns.
- Oversaw the creation and execution of inbound content, such as blogs, white papers, case studies, product demos, and FAQs, ensuring content met customer needs and supported business goals.

Lead Copywriter & Marketing Manager, Abrams Learning Trends | May 2015 - May 2018

- Defined product positioning and developed launch materials to maximize the growth and adoption of multiple product lines, including Pre-K curriculums and supplemental math and literacy programs.
- Collaborated with executive leadership to launch new product lines, managing messaging, positioning strategies, GTM schedules, and creating assets for internal and external audiences.
- Developed a wide range of educational content for each product line, including blogs, videos, case studies, white papers, brochures, and sales handbooks to support product launches.
- Spearheaded the launch of a new literacy program that contributed to a 65% YoY revenue increase by aligning messaging with customer needs and market demands.
- Conducted competitive landscape analysis, refining positioning and messaging to maximize pipeline growth and drive product adoption in a competitive market.

Copywriter, StreetAuthority | June 2012 - May 2015

- Produced engaging long-form promotional content, financial articles, and lead-generation video scripts to increase subscription rates for StreetAuthority's financial newsletter publications.
- Researched and created product-focused content to highlight StreetAuthority's free and premium financial newsletter offerings, optimizing for customer conversion and engagement.
- Worked closely with Financial Analysts to identify new content strategies, effectively positioning product lines to reduce churn and improve conversions for both new and existing customers.
- Collaborated with the Demand Generation team to enhance market presence and drive pipeline growth by creating strategic assets such as videos, digital ads, and email nurture campaigns.
- Drove a 40% YoY increase in subscriptions for the company's top financial newsletter by crafting targeted content that resonated with the audience.

EDUCATION

University of South Carolina

B.S. in Marketing from Darla Moore School of Business, 2011