

JOSH SPARROW

B2B Content Marketer & Copywriter
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SUMMARY B2B content marketing and demand generation professional with 10+ years of experience creating high-performing, persona-driven content across the full buyer journey. Proven ability to transform core assets into multi-channel campaign content and highly skilled in supporting integrated marketing programs, optimizing performance through data, and collaborating across teams to drive strong brand awareness and engagement, MQL growth, and pipeline impact.

WORK EXPERIENCE **Copywriter & Horizontal Programs Marketing Manager** **Mar 2024 - Present**
Brightly Software (a Siemens company)

- Create campaign-ready content across multiple channels, including blog posts, white papers, research reports, e-books, email campaigns, paid ads, and webinar materials
- Expand long-form content in smaller strategic assets for more practical and audience-specific use by Demand marketers
- Write and manage email nurture streams for both new and third-party leads, improving engagement and helping move prospects from MEL to MQL
- Partner with Product Marketing, Demand Generation, and Design teams to execute campaigns and ensure messaging stays clear and consistent across channels
- Contribute to paid social campaigns by writing and testing ad copy to improve performance metrics like click-through rate and cost per lead
- Update and refine website content to improve clarity, search visibility, and conversion performance
- Help simplify complex topics like AI, asset management, and data strategy into clear, useful content for business audiences
- *Earned 2026 Forrester B2B Marketing Certification*

Senior Product Marketing Manager **Apr 2023 - Nov 2023**
Imagen Technologies

- Collaborated with Product and Sales teams to bring a new product line to market, helping shape the messaging and positioning, ensuring a clear and consistent story across all channels
- Managed key parts of the go-to-market process, including coordinating timelines, aligning teams, and creating the content needed to support a successful launch for both internal stakeholders and customer-facing campaigns
- Built and executed targeted campaigns for mid-market prospects, tailoring messaging and content to better match their needs and buying behavior, resulting in a 100% increase in marketing-qualified leads
- Created a wide range of product-focused content to support campaigns and sales efforts, including blog posts, white papers, pitch decks, sales collateral, video, etc.

**WORK
EXPERIENCE
(CONT.)**

**Senior Content Marketing Manager
Hip eCommerce**

Nov 2019 - Oct 2022

- Led omnichannel marketing campaigns, creating and scaling derivative content across email, social, web, and paid channels
- Built the company's Seller Marketing Program, which generated \$250K+ in monthly GMV (gross merchandise volume) and drove a 500% increase in YoY top-line revenue for 2021
- Developed persona-specific messaging and content strategies for multiple platforms (HipStamp, HipComic, HipPostcard)
- Collaborated cross-functionally to plan, execute, and analyze campaign performance across marketing and sales teams

**Content Marketing Manager
LearnPlatform (now Instructure)**

May 2018 - Nov 2019

- Built and executed inbound marketing campaigns across email, webinars, blogs, and sales enablement materials, ensuring every asset supported a clear role in the buyer journey
- Developed and optimized email nurture programs, refining audience targeting, messaging, and content structure to improve engagement and lead progression
- Drove a 200% increase in MQLs within six months by improving how content aligned to buyer intent, campaign timing, and conversion points
- Worked closely with Sales and Product teams to better understand customer pain points and objections, translating those insights into more relevant and effective content

**Copywriter
Abrams Learning Trends Publishing**

May 2015 - May 2018

- Led end-to-end creation of all educational and marketing content, including blogs, videos, case studies, white papers, brochures, and sales playbooks, ensuring brand voice consistency and alignment to organizational objectives
- Defined product positioning and supported GTM strategies for Pre-K literacy program, developing launch assets to drive awareness and adoption, which resulted in 65% YoY revenue growth
- Conducted competitive landscape analysis, refining positioning and messaging to maximize pipeline growth and drive product adoption in a competitive market

**Copywriter
StreetAuthority Publishing**

June 2012 - May 2015

- Produced long-form content, email campaigns, and video scripts to drive lead generation and subscriptions
- Increased subscriptions by 40% YoY through targeted, conversion-focused content
- Collaborated with analysts and marketing teams to develop content strategies and optimize campaign performance

EDUCATION

Bachelor of Science
University of South Carolina, Columbia

Aug 2007 - Aug 2011

CERTIFICATIONS

Forrester B2B Marketing Certification 2026

May 2026

- Audience-centric marketing strategy
 - Focus on demand generation and B2B Revenue Waterfall
 - Integrated campaign planning and execution
 - Buyer journey and use-case driven marketing
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KEY SKILLS

- Campaign content creation and strategy
- Email nurture development and optimization
- Transforming long-form content into derivative campaign assets
- B2B inbound and demand generation support
- Product messaging and positioning
- Content development for webinars, paid ads, and sales materials
- Persona-based content development
- Cross-functional collaboration (Product, Sales, Demand Gen, etc.)
- Content performance optimization (CTR, conversions, engagement)
- SEO and website content optimization