

# Josh Sparrow

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[JoshSparrowCopywriting.com](http://JoshSparrowCopywriting.com)

## Skillset

I have more than five years of experience writing powerful and engaging content for a variety of audiences in multiple industries, with a focus on email marketing, CTA optimization, and visual communications. My writing style is unique and persuasive, yet relatable and highly personable. In other words, I can write about *anything* for *anyone*.

## Experience

### **LearnPlatform | Raleigh, NC** - *Marketing Content Writer*

May 2018 - PRESENT

- Create all outbound content for digital marketing funnel, including emails, blogs, videos, infographics, case studies, landing pages, and more.
- Strategize and build out concepts for email marketing campaigns for various prospect groups, to generate marketing-qualified leads.
- Develop and track prospect scoring rules through Salesforce and Pardot to continually improve or maintain quality of sales leads.
- Build out landing pages for various resources through sites like Unbounce and Squarespace.
- Craft and record content for video tutorials, explainer videos, product walkthroughs, and more.
- Help conceptualize and write content for new products and partner brands, including “Check the Privacy” and “EdTech Effectiveness Framework.”
- Support all other departments, including Sales, Customer Success, Research, and Product Development with any content-related needs, including interviews, new resources, product testing, customer communications, and more.
- Increased annual blog views by +79% and website page views by +73% from 2018 to 2019.

### **Abrams Learning Trends | Austin, TX** - *Marketing Content Writer*

July 2016 - May 2018

- Wrote content for all outbound communications, including emails, brochures, blog posts, infographics, ebooks, white papers, landing pages, and more.
- Conceptualized design and marketing collateral for new products, including “Word Heroes” and “inFact Readers.”
- Conceptualized design of ebooks and infographics to pair with written content.

- Wrote content for various sales-related resources, including the full Abrams Learning Trends product catalogs and sales “playbooks.”
- Wrote and recorded videos for professional development training, related to company’s primary educational offering, “D.I.G.”
- Presented to educators on the benefits of company offerings at national conferences for early education.
- Attributed to 65% annual revenue growth from 2016 to 2017.

### **StreetAuthority, LLC | Austin, TX - Copywriter**

June 2014 - May 2016

- Researched and wrote articles relating to various investment topics, including dividend reinvestment, high-yield stocks, long term investments, and more.
- Created actionable content for marketing and lead generation purposes, including landing pages, video scripts, long form product promotions, Google ads, emails, and more.
- Copyedited weekly and bi-weekly newsletter sends.
- Conceptualized ideas for new long-form promotional content around company’s various investment newsletter offerings.

### **We Do Web Content | Freelance - Copywriter**

2015 - 2016

- Researched and wrote both short-form and long-form pieces for customers in the law industry, regarding topics like workers comp, auto accidents, medical malpractice, and more.

### **Vivial | Freelance - Copywriter**

2016 - 2017

- Researched and wrote short-form SEO-based articles and marketing content for clients in a wide variety of industries, including higher education, retail, software, transportation, art institutes, and more.

## **Education**

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

August 2007 - August 2011