

JOSH SPARROW

JOSHSPARROWCOPYWRITING.COM

3840 Far West Blvd. Apt. 208
Austin, TX 78731
(803) 348-4707
jsparrow1205@gmail.com

OBJECTIVE

To find a challenging and fulfilling position with a company that promotes a healthy culture and values creative writing, outside-the-box problem solving, and a witty sense of humor.

EXPERIENCE

Abrams Learning Trends, Austin, TX — *Product Specialist & Copywriter*

July 2016 - PRESENT

- Create content for blogs, emails, eBooks, whitepapers, conversion-centered landing pages, and more
- Copyedit all outgoing content
- Develop strategies for inbound marketing campaigns
- Write content for proposals to win bids from school districts
- Research educational trends and topics to continuously create new and innovative content

StreetAuthority, LLC, Austin, TX — *Junior Copywriter*

June 2014 - June 2016

- Create content for financial articles, lead generation campaigns, emails, Google ads, long-form promotional content, and more
- Write and edit scripts for promotional videos and lead generation campaigns
- Stay up-to-date on financial trends and stock market changes
- Copyedit all outgoing content

EDUCATION

University of South Carolina, Columbia — *BS in Marketing*

August 2007 - August 2011

Graduated from the Darla Moore School of Business with a minor in Advertising and a 3.4 GPA

SKILLS

Content Marketing

Inbound Marketing

Copyediting

Research and Fact-Finding

Creative Optimization for CTA's and Conversions

Proficient with MS Office Suite

ACHIEVEMENTS

Hubspot Inbound certified

Hubspot Content Marketing certified

Helped company grow revenue 65%

VOLUNTEER WORK

Once a week, I volunteer with Education Connection in Austin, TX. The goal is to meet with below-level readers in 2nd grade to help improve their fluency, comprehension skills, and overall reading abilities.