

JOSHUA PELZER

Austin, TX | (512) 569-0545 | joshuapelzer@gmail.com | [LinkedIn](#) | [Portfolio](#)

Content Writer & Editor

Creative, detail-oriented Content Writer & Editor with expertise in crafting engaging and error-free content for enterprise companies, small business, and community campaigns in multiple industries.

Experienced proofreader skilled at refining diverse content types to ensure clarity and consistency. Versatile writer with a keen eye for grammar, syntax, and tone. Through researcher able to deliver accurate and relevant content. Proficient in various editing tools and software. Adaptable to multiple writing styles to suit different tones, platforms, and audiences. Proficient in optimizing SEO strategies to drive traffic and enhance online visibility. Excellent communicator able to collaborate with cross-functional teams to meet project goals and deadlines.

CORE PROFICIENCIES

Copywriting & Editing | Proofreading | Content Development | Web Content & SEO | B2B & B2C Content | Technical Writing & Editing | Email & Social Media Marketing | Research & Fact Checking | Ghost-writing | Script Writing | Audience Engagement | Internal Communications | Sentence Structure | Grammar & Punctuation | Sources & Citations | Style Guides | Customer Relationship Management | Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Creative Circle, Dallas, TX

Start 4/24 - End 8/24

Content Editor

Led the creation process for health benefits guides and internal content, collaborating with Creative Circle to meet the needs of Higginbotham. Facilitated communication between project managers, graphic designers, proofreaders, and data analysts to streamline the creation and updating of materials, ensuring accurate and timely content delivery.

Selected Accomplishments:

- Enhanced document accuracy and readability by thoroughly analyzing benefit documents, leading to improved user understanding and reduced errors.
- Delivered multiple projects and campaigns on time and within budget, ensuring successful execution and efficient resource management.

Independent Consultant, Austin, TX

Start 4/23 - End 4/24

Senior Copywriter & Editor

Supported businesses and organizations in building their brand presence by generating customized long- and short-form content for B2B and B2C markets, including editing content to maintain grammatical accuracy, brand tone, and style consistency. Researched, interviewed, and partnered with creative professionals and subject-matter experts to gather insights and information to meet or exceed client goals or expectations.

Selected Accomplishments:

- Enhanced audience engagement and expanded reach by employing varied writing styles and voices tailored to different platforms and digital marketing channels.

The Sage Group, Austin, TX

Start 10/22 - End 4/23

Senior Copywriter (Contractor)

Authored detailed long- and short-form digital content for Exponent, an engineering and scientific consultancy, as part of content creation for Sage Group.

Worked closely with cross-functional teams, including subject-matter experts and program managers, to develop and sustain a unified brand voice and style across multiple digital marketing channels.

Selected Accomplishments:

- Created, updated, and entered digital content in Drupal during website redesign projects.
- Authored original copy for products and services while also repurposing existing assets to improve brand messaging and sales results.

Liaison Creative + Marketing, Austin, TX
Senior Copywriter (Contractor)

START 5/21 - END 6/22

Partnered with project managers and creative teams to develop thought leadership and concept-driven content that enhanced the promotion of products and services for Sutherland Global, a Liaison Creative + Marketing client. Maintained brand integrity by editing content for uniform voice, tone, and style across all social, print, and digital marketing mediums.

Selected Accomplishments:

- Produced high-quality ghostwritten content by interviewing subject-matter experts and conducting rigorous research.
- Developed impactful digital thought leadership assets by collaborating with subject-matter experts (SMEs), enhancing brand authority.

Aquent, Austin, TX
Copywriter (Contractor)

Start 10/14 – End 5/21

Collaborated with in-house marketing teams to create long- and short-form content tailored to B2B and B2C audiences for diverse clients, including Dell Technologies, Charles Schwab, Emerson, Weatherford International, and Gulf States Marketing.

Selected Accomplishments:

- Raised brand awareness to increase market share for client companies through multiple contract assignments.

Additional Experience:

- Campaign Operative & Content Creator, Houston, TX
- Campaign Manager & Senior Copywriter, Adler Public Affairs, Long Beach, CA
- Campaign Manager & Content Creator, Los Angeles, CA
- Staff Writer, Los Angeles Times, Los Angeles, CA

EDUCATION & CREDENTIALS

Bachelor of Arts in Political Science, University of Cincinnati, Cincinnati, Ohio
Professional Certificate in Digital Marketing, University of Texas at Austin, Austin, Texas

TECHNICAL SKILLS

MS Office Suite | Google Sheets/Docs | Drupal | Workfront | Monday