

JOSHUA PELZER

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BACKGROUND OVERVIEW

Skilled at reaching target audiences to help businesses and organizations exceed their metric goals, strengthen their brand identities, and increase their market share. Proven record of delivering results-driven copy with meticulous attention to detail, grammar, style, syntax, and digital marketing best practices.

SKILLS & QUALIFICATIONS

- Copy Editing/Proofreading
- Technical Writing
- Storytelling/Message Building
- Web Content, SEO, Keywords
- B2B/B2C
- Marketing Collateral
- Email/Social Media Campaigns
- Internal Communications
- Script Writing
- Multiple Writing Styles
- Branding
- Long Form/Short Form

PROFESSIONAL EXPERIENCE

Copywriter and Editor

Independent Contractor – Cincinnati, OH / Houston, TX / Austin, TX – November 2006 to Present

- Ensuring brand voice and accuracy by editing for grammar, writing style, and sentence structure.
- Exceeding metric goals, strengthening brand identities, and increasing market share drafting copy for email and social media campaigns, video scripts, case studies, e-books, blogs, fact sheets, biographies, newsletters, press releases, articles, web content, and other related content.

Copywriter (Contract)

Dell Technologies – Austin, TX – August 2018 to May 2020

- Drafted copy for social media, email, website, digital marketing, and trade show content.
- Ensured copy quality for grammar, writing style, and sentence structure.
- Collaborated with designers and project managers to ensure messaging and branding.
- Brainstormed messaging concepts for delivery across multiple platforms.

Copywriter (Contract)

Emerson Automation Solutions – Austin, TX – January 2016 to November 2016

- Edited digital and print marketing content for grammar, writing style, accuracy, and branding.
- Collaborated with SMEs for generating messaging guides, articles, and product descriptions.
- Created content for emails, social media, websites, promotions, video scripts, and other collateral.
- Executed online research for crafting message guides, presentations, and fact-checking.

Copywriter (Contract)

Weatherford International – Houston, TX – October 2014 to October 2015

- Edited and proofread technical copy and specification sheets for accuracy and completeness.
- Produced case studies for sales materials, award submissions, and article abstracts.
- Created copy for internal newsletters, brochures, and other marketing collateral.
- Collaborated with SMEs for producing accurate, original marketing content.

Campaign Manager and Senior Copywriter**Adler Public Affairs – Long Beach, CA – March 2006 to November 2006**

- Executed logistics for all media outreach and public relations campaigns.
- Bolstered campaign strategy with fact-checking, polling analysis, and opposition research.
- Edited documentation, including business documents and government RFPs, for accuracy.
- Created content for political and corporate campaigns including audio scripts, emails, voter guides, press releases, newsletters, print ads, fact sheets, profiles and biographies, brochures, and other collateral.

Campaign Manager and Marketing Writer**Independent Contractor – Los Angeles, CA – February 2004 to March 2006**

- Executed communications and logistics for state and local campaigns.
- Built coalitions by recruiting political leaders, educators, city and county officials, and voter groups.
- Managed GOTV, canvassing, phone banking, volunteers, and other campaigns.
- Created phone scripts, talking points, letters, emails, voter guides, and other related collateral.

Staff Writer**Los Angeles Times – Los Angeles, CA – January 2002 to February 2004**

- Produced lead stories on city hall, local politics, education, features, and general assignments.
- Collaborated with other writers on researching and producing multi-installment enterprise pieces.
- Analyzed and disseminated complex documents and subject matter for reporting accuracy.
- Edited copy to fit for size, content, and AP style.

EDUCATION & CERTIFICATIONS

University of Cincinnati – Bachelor of Arts in Political Science