

# JOSHUA PELZER

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**LinkedIn** <https://www.linkedin.com/in/joshpelzer> | **Portfolio** <https://www.joshcopy.com>

## SUMMARY

Content and communications professional with experience supporting content development and editorial workflows. Skilled in content creation and quality assurance across digital channels, including web, email, and social media. Proven ability to execute content strategies and manage multiple projects in deadline-driven environments. Adept at aligning content with business objectives, maintaining consistent brand voice across channels, and optimizing performance through data-informed iteration. Experienced collaborator who partners effectively with cross-functional teams, stakeholders, and leadership to deliver cohesive, audience-first communications that strengthen brand positioning and accelerate growth.

## CORE COMPETENCIES

Content Creation	SEO & Keyword Research	Cross-Functional Collaboration
Editing & Proofreading	Social Media Content	Stakeholder Communication
Content Coordination	Email Marketing	Project Coordination
Communications Support	Website Content	Content QA (Quality Assurance)
Internal Communications	CMS (Drupal)	Research & Fact-Checking
External Communications	Brand Voice & Tone	Google Workspace
Content Strategy Support	AI Tools/Programs	Microsoft Office

## PROFESSIONAL EXPERIENCE

**Content Copy Editor (Contract)** | Creative Circle | Austin, TX | 04/2024 – Present

- Create, edit, and quality-check web, email, and digital content for accuracy, clarity, and consistency for:
  - Thrivent (financial advisory)
  - Higginbotham (health insurance brokerage)
- Support content coordination and editorial workflows by collaborating with designers and project managers
- Ensure alignment with brand voice, tone, and established style guides
- Review technical and benefits-related content to improve readability and user experience
- Manage multiple content projects simultaneously while meeting deadlines and project requirements
- Contribute to content QA processes, reducing errors and improving content performance

**Copywriter & Editor** | Freelance - Austin, TX | 04/2023 - 04/2024

- Create and edit SEO-optimized content for websites, blogs, email campaigns, and social media
- Collaborate with clients and stakeholders to develop content aligned with marketing and communications goals
- Conduct keyword research and apply SEO best practices to improve search visibility
- Adapt messaging and content style for different audiences, platforms, and communication channels
- Support content planning and execution for digital marketing initiatives

**Senior Copywriter (Contract) | The Sage Group – San Francisco, CA | 10/2022 - 04/2023**

- Develop and edit website and marketing content to support communications and brand messaging initiatives for Exponent (an engineering and science consultancy)
- Collaborate with cross-functional teams, including program managers, SMEs, and marketing stakeholders
- Maintain consistency in brand voice, tone, and messaging across digital channels
- Use Drupal CMS to update, publish, and manage website content
- Repurpose and optimize existing content for improved engagement and usability

**Senior Copywriter (Contract) | Liaison Creative + Marketing - Austin, TX | 05/2021 - 06/2022**

- Support content development and execution for integrated marketing and communications campaigns for Sutherland Global Solutions (a digital automation and transformation company)
- Edit and standardize content to ensure consistency across digital, print, and social channels
- Coordinate with creative teams, marketing teams, and stakeholders to deliver content projects
- Conduct research and SME interviews to produce accurate, audience-focused content
- Assist in maintaining content standards and brand guidelines

**Marketing Copywriter (Contract) | Aquent – Houston/Austin, TX | 10/2014 - 05/2021**

- Create marketing and communications content for web, email, social media, and sales materials for:
  - Dell Technologies (global technology company)
  - Weatherford International (oil and gas services company)
  - Charles Schwab (investment brokerage)
  - Emerson (technology and engineering company)
  - Gulf States Marketing (automotive marketing firm)
- Collaborate with cross-functional teams, including marketing, design, and sales stakeholders
- Support content strategy execution and campaign deliverables
- Contribute to the development and maintenance of style guides and content standards
- Assist in content production workflows and project coordination across multiple clients

## ADDITIONAL EXPERIENCE

**Campaign Manager & Senior Copywriter** | Adler Public Affairs | Long Beach, CA

**Campaign Operative & Content Creator** | Consultant | Los Angeles, CA

**Staff Writer** | Los Angeles Times | Los Angeles, CA

## EDUCATION & CREDENTIALS

University of Cincinnati | Cincinnati, Ohio  
**Bachelor of Arts:** Political Science

University of Texas at Austin | Austin, Texas  
**Professional Certificate:** Digital Marketing