

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 in proofreading and refining diverse content types to ensure clarity and consistency. Versatile writer with a keen eye for grammar, syntax, and tone to capture target audiences effectively. Skilled in conducting in-depth research to deliver accurate and relevant information in the content. Technically proficient in utilizing various editing tools and software to enhance readability and coherence. Strong ability to adapt writing style to suit different tones, platforms, and audiences. Proficient in optimizing SEO strategies to drive traffic and enhance online visibility. Excellent communicator with proven capabilities in collaborating with cross-functional teams to meet project goals and deadlines. Passionate about maintaining brand voice and identity across all content initiatives. Committed to continuous learning and improvement to stay abreast of industry trends and best practices.

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 **Content Editor**

2024 to 2024

Led the creation process for health benefit 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 **Senior Copywriter & Editor**

2023 to 2024

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 **Senior Copywriter (Contractor)**

2022 to 2023

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

2021 to 2022

Senior Copywriter (Contractor)

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

2014 to 2021

Copywriter (Contractor)

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:** Clients: Blakemore & Associates · CAC Advising Group · Benezet Consulting · Gulf States Marketing · Waypoint Resource Group · DHI Mortgage · PSW Real Estate
- **Campaign Manager & Senior Copywriter, Adler Public Affairs, Long Beach, CA**
- **Campaign Manager & Content Creator, Los Angeles, CA:** Clients: Woodward & McDowell · Pasadena City Councilman Victor Gordo (D) · Los Angeles County Republican Party · California Republican Party
- **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