

JOSHUA PELZER

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SUMMARY

Detail-oriented and proactive content and communications professional with a foundational understanding of media relations, brand management, and digital communications. Skilled in creating compelling narratives and building relationships to enhance brand image and public engagement. Strong researcher, writer, content creator, and public communicator with the experience to be a valuable asset to any dynamic campaign or PR team. Known for a collaborative mindset and dedication to developing effective communication strategies that align with client goals.

SKILLS

- Media Relations
- Copywriting & Editing
- Content Development
- Email Campaigns
- Social Media Marketing
- Fact-Checking & Research
- Strategy Development
- Event Coordination & Support
- Public Speaking
- Crisis Communications
- Client Relationship Management
- Stakeholder Engagement

CONTENT CREATION EXPERIENCE

Copywriter & Editor | Freelancer - Austin, TX | 08/2024 - Present

- Support 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.
- Research, interview, and partner with creative professionals and subject-matter experts to gather insights and information to meet or exceed client goals or expectations.
- Enhance audience engagement and expand reach by employing varied writing styles and voices tailored to different platforms and digital marketing channels.

Content Editor (Contractor) | Creative Circle - Dallas, TX | 04/2024 - 08/2024

- Led the creation and management process for health benefits guides and internal content delivery for Creative Circle client Higginbotham, an insurance brokerage firm.
- Facilitated communication with cross-functional teams, including project managers, graphic designers, proofreaders, and data analysts to streamline project management, ensuring accurate and timely content delivery.
- Improved 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.

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

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

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

- Authored detailed long- and short-form digital content for Exponent, an engineering and scientific consultancy.
- 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.
- Created, updated, and entered digital content in Drupal during website redesign projects.
- Drafted original copy for products and services while also repurposing existing assets to improve brand messaging and sales results.

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

- Partnered with project managers and creative teams to develop thought leadership and concept-driven content that promoted products and services for Liaison Creative + Marketing client Sutherland Global Solutions, a process and technology management company.
- Maintained brand integrity by editing content for uniform voice, tone, and style across all social, print, and digital marketing mediums.
- Produced high-quality ghostwritten content through subject-matter expert interviews and rigorous research.
- Developed impactful digital thought leadership assets by collaborating with subject-matter experts (SMEs), enhancing brand authority.

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

- 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.
- Raised brand awareness to increase market share for client companies through multiple contract assignments.
- Worked with cross-functional SME, graphic design, sales, and stakeholder teams to generate digital content, sales, and promotional materials, resulting in the client's expansion and the capture of greater market share.
- Initiated and developed tools and assisted with style guides to improve operational policies and procedures and ensure brand voice consistency.

CAMPAIGN EXPERIENCE

Operations & Communications Consultant | Contractor - Los Angeles, CA & Houston, TX | 02/2004 - 10/2014

- Achieved measurable ROI and results-driven outcomes for corporate marketing and political campaigns.
- Collaborated with cross-functional creative teams to ensure high-impact strategy and messaging.
- Created digital and advertising content including websites, marketing emails, articles, blogs, newsletters, infographics, brochures, case studies, video scripts, and other internal and external communications.
- Produced campaign materials including voter guides, press releases, print ads, fact sheets, candidate profiles, biographies, phone banking scripts, and other strategic media content.
- Upheld quality standards and brand integrity by editing content for grammar, style, structure, and syntax.
- Executed campaign strategy through fact-checking, polling analysis, and opposition research.
- Coordinated communications and logistics for state and local campaigns to drive voter engagement.

- Initiated and maintained media outreach while recruiting political leaders and voter groups to support and expand campaign reach and influence.

CLIENTS: Woodward & McDowell · City Councilman Victor Gordo · LA County Republican Party · Adler Public Affairs · Blakemore & Associates · CAC Advising Group · Benezet Consulting

Key Achievements:

- Secured 145 endorsements from elected officials for California's winning "No on 68" campaign.
- Managed ground operations for Pasadena City Councilman Victor Gordo's successful 2005 re-election campaign.
- Appointed LA Regional Endorsement Chair for Governor Schwarzenegger's 2005 Special Election Task Force.
- Created direct response and advertising copy driving multimillion-dollar unit sales for AQUA Bay-Side Luxury Condominiums.
- Led community relations efforts for infrastructure campaigns, including the \$12M Coachella Valley Water District Sewer Improvement Project.

Staff Writer (Local Government & Education) | Los Angeles Times - Los Angeles, CA | 01/2002 - 02/2004

- Reported breaking news and developed investigative and feature articles focused on government, education policy, and regional affairs in the Greater Los Angeles area.
- Interpreted legislative and campaign developments, providing readers information and context on public policy and community events.
- Built and maintained relationships with public officials, educators, and community leaders to produce accurate, well-sourced reporting.
- Covered political forums, debates, and public meetings, ensuring timely and engaging content.

Key Achievements:

- Coverage of Grand Prix Fire of 2003 (70,000 acres burned; \$42B in damages).
- Coverage of FERC investigation into Glendale Water and Power's role in the 2001 energy crisis.
- Coverage of LA County DA investigation into Glendale City Manager regarding local eviction policies.

EDUCATION & CREDENTIALS

University of Cincinnati | Cincinnati, Ohio

Bachelor of Arts: Political Science

University of Texas at Austin | Austin, Texas

Professional Certificate: Digital Marketing