

JOSHUA PELZER

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SUMMARY

Experienced content creator skilled in copywriting, editing, and audience engagement. Proven track record of enhancing brand messaging and collaborating with cross-functional teams to deliver impactful projects on time and budget. Adept at producing content in multiple writing styles to suit different tones, platforms, and audiences and developing strategies that improve user comprehension.

SKILLS

- Copywriting and editing
- Content development and SEO
- Technical writing
- Email and social media marketing
- Research and fact-checking
- Ghostwriting and script writing
- Audience engagement strategies
- Internal communications
- Grammar and punctuation expertise
- Sources and citations management
- Style guide adherence
- Stakeholder engagement
- Microsoft Office Suite proficiency
- Google Workspace applications
- Drupal content management
- Workfront project management tools
- Monday.com collaboration platform
- Slack work management platform

EXPERIENCE

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.
- 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.

Senior Copywriter & Editor | Independent Consultant - 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, 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, as part of content creation for Sage Group client 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, 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.

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.

ADDITIONAL EXPERIENCE

Campaign Operative & Content Creator | Consultant | Houston, TX

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

Campaign Manager & 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