

JOSHUA PELZER

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BACKGROUND OVERVIEW

Proven record in generating content for enterprise companies, small businesses, and community campaigns. Adept at cross-channel communication and verbal presentation. Experienced working individually and with creative teams in conceiving solutions for brand voice and marketing strategy. Attention to detail, grammar, style, and accuracy.

SKILLS & QUALIFICATIONS

- Copywriting & Editing
- Editing & Proofreading
- Email & Social Media
- Technical Writing
- Web Content & SEO
- Script Writing
- B2B & B2C
- Email Campaigns
- Social Media
- Long & Short Form
- Style Guides
- AP Style

PROFESSIONAL EXPERIENCE

Senior Copywriter & Editor

Independent Consultant – Austin, TX – April 2023 to Present

- Ensure brand voice and accuracy by editing for grammar, writing style, sentence structure, and syntax.
- Conduct research, interview, and collaborate with creative professionals and subject-matter experts.
- Reach target audiences across diverse platforms in different voices and diverse writing styles.

Senior Copywriter (Contract)

The Sage Group – Austin, TX – October 2022 to April 2023

- Collaborated with SMEs and content strategists to draft original content for Exponent.
- Drafted long- and short-form digital marketing assets for technology-based products and services.
- Brainstormed messaging concepts and strategies for content across multiple digital marketing platforms.

Copywriter (Contract)

Liaison Creative + Marketing – Austin, TX – May 2021 to June 2022

- Drafted long-form and short-form digital marketing assets for technology-based products and services.
- Collaborated with SMEs and content strategists to draft original content for Sutherland Global Solutions.
- Brainstormed messaging concepts and strategy for content across multiple digital marketing platforms.

Copywriter (Contract)

Aquent – Austin, TX – October 2014 to May 2021

- Raised brand awareness to increase market share for client companies through multiple contract assignments with Aquent Studios, including Dell Technologies, Charles Schwab, Emerson, and Weatherford International.
- Teamed with in-house marketing departments to generate long- and short-form content for B2B and B2C audiences, while editing for grammar, style, brand voice, and accuracy.

Campaign Operative and Copywriter

Independent Consultant – Houston, TX – November 2006 to October 2014

CLIENTS: Woodward & McDowell · Blakemore & Associates · CAC Advising Group · Benezet Consulting

- Ensured brand voice and accuracy by editing for grammar, writing style, sentence structure, and syntax.
- Reached target audiences across diverse platforms in different voices and diverse writing styles.
- Oversaw campaign logistics, including GOTV, communications, volunteer work, and direct voter contact.
- Conducted research, interviews, and collaborated with creative professionals and subject matter experts.

Campaign Manager and Senior Copywriter

Adler Public Affairs – Long Beach, CA – March 2006 to November 2006

- Coordinated all media outreach and campaigns, including managing outside vendors and contractors.
- Bolstered campaign strategy with fact-checking, polling analysis, and opposition research.
- Ensured accuracy by proofreading all outgoing documentation, including business and government RFPs.
- Generated all content for political and corporate campaigns, including audio scripts, emails, voter guides, press releases, newsletters, print ads, fact sheets, profiles, biographies, brochures, and other marketing collateral.

Campaign Operative and Writer

Independent Consultant – Los Angeles, CA – February 2004 to March 2006

CLIENTS: The Company Marketing · GS Marketing · Charles Schwab · Waypoint · DHI Mortgage · PSW Real Estate

- Executed communications and coordination for state and local campaigns.
- Built coalitions by recruiting political leaders, educators, city and county officials, and voter groups.
- Managed voter canvassing, phone banking, media, campaign events, and volunteers.
- Created phone scripts, talking points, letters and emails, voter guides, phone banks, letters, and advertising materials for political supporters and voter groups.

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.
- Teamed with other writers on researching and producing multi-installment enterprise pieces.
- Analyzed and disseminated complex documents and subject matter for accurate and engaging reporting.
- Edited copy to fit for size, content, and AP style.

EDUCATION & CERTIFICATIONS

University of Cincinnati – Bachelor of Arts in Political Science

University of Texas at Austin – Professional Certificate – Digital Marketing