

JOSHUA PELZER

joshuapelzer@gmail.com | (512) 569-0545 | Austin, TX 78741

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

SUMMARY

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

SKILLS

- Copywriting, editing, and proofreading
- SEO and keyword optimization
- Technical writing
- Email and social media marketing
- Ghostwriting and script writing
- Audience engagement strategies
- Internal communications
- Grammar and punctuation expertise
- Style guide adherence
- Collaboration with designers and SMEs
- Research, fact-checking, and source verification
- Microsoft Office, Google Workspace, and AI

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.

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