

JOSHUA PELZER

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Public Relations Specialist

Proactive PR Professional Skilled in Brand Storytelling and Digital Engagement, Content Writing, Media Relations, Strategic Communication, and Brand Elevation

Detail-oriented and proactive public relations 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 PR team. Known for a collaborative mindset and dedication to developing effective communication strategies that align with organizational goals.

CORE PROFICIENCIES

Media Relations | Copywriting & Editing | Content Development | Email & Social Media Marketing | Research & Marketing Analysis | Strategy Development | Event Coordination & Support | Public Speaking | Crisis Communications | Customer Relationship Management | Stakeholder Engagement

CONTENT CREATION EXPERIENCE

Creative Circle, Dallas, TX **Content Editor**

2024 to 2024

Led the creation process for health benefits 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:

- Successfully raised brand awareness to increase market share for client companies.
- Enhanced audience engagement and expanded reach by employing varied writing styles and voices tailored to different platforms and digital marketing channels.
- Utilized AI writing tools like ChatGPT, Copy.ai, QuillBot, and Grammarly to optimize marketing copy for specific messaging parameters.

The Sage Group, Austin, TX 2022 to 2023

Senior Copywriter (Contractor)

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 through rigorous research and interviewing subject-matter experts.
- Developed impactful digital thought leadership assets by collaborating with subject-matter experts, 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 raise brand awareness and increase market share for client B2B and B2C companies including Dell Technologies, Charles Schwab, Emerson, Weatherford International, and Gulf States Marketing.

CAMPAIGN EXPERIENCE

Independent Consultant, Los Angeles and Houston

2004 to 2014

Campaign Operative & Content Creator

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 meticulously editing content for grammar, style, structure, and syntax. Ensured campaign strategy effectiveness 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

Selected Accomplishments:

- Secured 145 endorsements by elected leaders for California's winning 2004 "No on 68" campaign.
- Ran the ground campaign for Pasadena City Councilman Victor Gordo's successful 2005 re-election.
- Served as LA Regional Endorsement Chairman for Gov. Schwarzenegger's 2005 Special Election Task Force.
- Crafted persuasive copy that drove millions in unit sales for the AQUA Bay-Side Luxury Condominium complex.

- Directed community outreach initiatives for major infrastructure projects, including the \$12-million Coachella Valley Water District Sewer Improvement Project.

JOURNALISM EXPERIENCE

The Los Angeles Times, Los Angeles, CA
Staff Writer

2002 to 2004

Covered breaking news, conducted in-depth investigations, and produced feature stories on political events, education policies, and key issues impacting the Greater Los Angeles County community. Analyzed complex legislative developments, political campaigns, and educational reforms to provide readers with context and understanding of the local political and education landscape. Cultivated relationships with key sources, politicians, educators, and community members to gather diverse perspectives and insights for accurate and comprehensive reporting while delivering compelling coverage of important events such as political debates, school board meetings, and community forums to keep the publication's readership informed and engaged.

Selected Accomplishments:

- Covered the Grand Prix Fire of 2003 that destroyed 70,000 acres and led to \$42 billion in damage.
- Covered the FERC investigation into manipulation by Glendale Water and Power during the 2001 energy crisis.
- Covered LA County DA investigation of Glendale City Manager regarding public notification on city's eviction law.

EDUCATION & CREDENTIALS

Bachelor of Arts in Political Science, University of Cincinnati
Professional Certificate in Digital Marketing, University of Texas at Austin

TECHNICAL SKILLS

MS Office Suite | Google Sheets/Docs | Drupal | Workfront | Monday