

JOSHUA PELZER

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BACKGROUND OVERVIEW

Skilled at reaching target audiences to help businesses and organizations exceed their metric goals, strengthen their brand identities and increase their market share. Proven record of delivering results-driven copy with meticulous attention to detail, grammar, style, syntax and digital marketing best practices.

SKILLS & QUALIFICATIONS

- Copy Editing/Proofreading
- Technical Writing
- Story- and Message-Building
- Web Content, SEO, Keywords
- B2B/B2C
- Marketing Collateral
- Email/Social Media Campaigns
- Internal/External Communications
- Script Writing
- Multiple Writing Styles
- Branding
- Long- and Short-Form

PROFESSIONAL EXPERIENCE

Copywriter (Contract)

Dell EMC – Austin, TX – August 2018 to Present

- Drafting copy for social media, email, website, digital marketing and trade show content
- Ensuring copy quality for grammar, writing style and sentence structure
- Collaborating with designers and project managers to ensure message and brand consistency
- Brainstorming messaging concepts for delivery across multiple platforms

Copywriter and Editor

Freelance – Cincinnati, OH / Houston, TX / Austin, TX – November 2016 to August 2018

- Ensuring brand voice and accuracy by editing for grammar, writing style and sentence structure
- Exceeding metric goals, strengthening brand identities and increasing market share drafting copy for email and social media campaigns, video scripts, case studies, e-books, blogs, fact sheets, biographies, newsletters, press releases, articles, web content and other related content

Copywriter (Contract)

Emerson Automation Solutions – Austin, TX – January 2016 to November 2016

- Edited digital and print marketing content for grammar, writing style, accuracy and branding consistency
- Interviewed and collaborated with SMEs for generating messaging guides, articles and product descriptions
- Generated content for emails and social media, websites, event promotions, brochures and other collateral
- Executed online research for crafting message guides, presentations and fact checking

Copywriter (Contract)

Weatherford International – Houston, TX – October 2014 to October 2015

- Edited and proofreading technical copy and specification sheets for accuracy and completeness
- Produced case studies for sales materials, award submissions and article abstracts
- Generated copy for internal newsletters, intranet sites, brochures and other marketing collateral
- Interviewed and collaborated with SMEs for producing accurate, original content

Copywriter and Editor**Freelance – Cincinnati, OH / Houston, TX / Austin, TX – November 2006 to October 2014**

- Ensuring brand voice and accuracy by editing for grammar, writing style and sentence structure
- Exceeding metric goals, strengthening brand identities and increasing market share drafting copy for email and social media campaigns, video scripts, case studies, e-books, blogs, fact sheets, biographies, newsletters, press releases, articles, web content and other related content

Campaign Manager and Senior Copywriter**Adler Public Affairs – Long Beach, CA – March 2006 to November 2006**

- Executed logistics for all media outreach and public relations campaigns
- Bolstered campaign strategy with fact-checking, polling analysis and opposition research
- Edited documentation, including business documents and government RFPs, for accuracy
- Generated content for political and corporate campaigns including audio scripts, emails, voter guides, press releases, newsletters, print ads, fact sheets, profiles and biographies, brochures and other marketing collateral

Campaign Manager and Marketing Writer**Independent Contractor – Los Angeles, CA – February 2004 to March 2006**

- Executed communications and logistics for state and local campaigns
- Built coalitions by recruiting political leaders, educators, city and county officials and voter groups
- Executed and managed GOTV, canvassing, phone banking, volunteers and other campaign events
- Created phone scripts, talking points, letters, emails, voter guides and other related collateral

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