

LARHONDA SPARROW

CONTENT MARKETING LEADER

ABOUT

Seasoned Copywriter, Creative Brand Storyteller, and Marketing Leader with Both In-House and Agency experience.

EDUCATION

BACHELOR OF ARTS, ENGLISH
Furman University | 2014

WORK EXPERIENCE

SENIOR COPYWRITER + BRAND AND CONTENT TEAM LEAD

The Knot Worldwide | 2021 - Present

- Ideate and execute all long-form B2B content for the US Market, directly contributing over \$6.4 Million in Closed Won Revenue in 2022
- Lead the US Local B2B brand and content vertical on all daily content initiatives
- Manage Content Associates, guiding them through their day-to-day tasks and long-term development
- Work cross-functionally with Creative, Product Marketing, Sales Enablement, and Research teams to develop compelling content designed to drive prospects down the sales funnel
- Maintain a content calendar and manage the execution of content such as newsletters, webinars, testimonials, and videos
- Collaborate with Creative team members to produce on-brand, on-message, and on-position promotional copy
- Track website and blog session data and present findings to key stakeholders

SENIOR COPYWRITER

Go Fish Digital | 2020 - 2021

- Lead the copywriting vertical on all daily and overarching initiatives
- Coached team members and clients on how to improve their writing and editing skills
- Interfaced with clients and company stakeholders
- Continuously revamped and invigorated vertical and overarching company style guidelines

ASSOCIATE COPYWRITER

Go Fish Digital | 2018 - 2020

- Created versatile website, blog, and sales enablement copy for over 70 clients
- Edited internal and external B2B and B2C copy produced by team members and clients
- Established vertical and company processes that ensure team members produce high-quality, error-free deliverables

PROFESSIONAL SKILLS

SEO Copywriting
B2B Marketing
B2C Marketing
Copyediting
Content Strategy
Web Content Development
Corporate Blogging
People Management
Google Suite
Microsoft Office Suite
Basecamp
Asana
Google Analytics
SEM Rush

PORTFOLIO

www.larhondascopywriting.com

CONTACT

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CONTENT MARKETING SPECIALIST

Social Solutions | 2016 - 2018

- Developed and edited all branded content including blog posts, website copy, social media posts, and long-form deliverables
- Composed comprehensive content strategies that aligned with short and long-term marketing goals
- Built and analyzed reports that gauged content performance

INTEGRATED MARKETING SPECIALIST

TAKE Supply Chain | 2015 - 2016

- Wrote and edited all internal and external communications including blog posts, emails, and long-form content
- Managed company social media channels
- Assisted with lead generation and campaign management via Marketo and Salesforce.com
- Oversaw public relations efforts to ensure accurate brand messaging

MARKETING AND HR SPECIALIST

United States Gold Bureau | 2014 - 2015

- Wrote and edited blog posts and sales enablement materials
- Established and managed company social media channels
- Managed company eBay channel
- Facilitated customer transactions
- Resolved customer questions and complaints

ACCOMPLISHMENTS

- [Real Wedding Study Report 2022](#)
 - 392 New Business Accounts
 - \$1.4 Million in Revenue
- [Benchmarking Report 2022](#)
 - 775 New Business Accounts
 - \$3.2 Million in Revenue
- [Pricing and Inflation Guide 2022](#)
 - 418 New Business Accounts
 - \$1.8 Million in Revenue
- Featured Speaker
 - Go Fish Digital
 - The Knot Worldwide