

LARHONDA SPARROW

UX COPYWRITER

ABOUT

I am a seasoned Copywriter and Creative Brand Storyteller with both In-House and Agency experience. I specialize in creating clear, actionable copy designed to influence consumers and prospective clients to maximize their time on-page and encourage them to move further down the sales funnel.

PORTFOLIO

www.larhondasparrowcopywriting.com

PROFESSIONAL SKILLS

SEO Copywriting
Copyediting
Content Strategy
Web Content Development
Corporate Blogging
Marketing
Google Suite
Microsoft Office Suite
Basecamp
Asana

PERSONAL SKILLS

Team Player
Agile
Fast Learner
Organized
Motivated
Detail-Oriented
Funny
Friendly

CONTACT

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WORK EXPERIENCE

LEAD COPYWRITER

Go Fish Digital | 2018 - Present

- Lead the copywriting vertical on all daily and overarching initiatives
- Create versatile website, blog, and sales enablement copy for over 70 clients
- Edit internal and external copy produced by team members and clients
- Establish vertical and company processes that ensure team members produce high-quality, error-free deliverables
- Coach team members and clients on how to improve their writing and editing skills

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 strategy 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
- Assisted with lead generation and campaign management via Marketo and Salesforce.com
- Oversaw public relations efforts to ensure accurate brand awareness

EDUCATION

BACHELOR OF ARTS, ENGLISH

Furman University | 2010 - 2014

ACCOMPLISHMENTS

FEATURED LUNCH AND LEARN SPEAKER

Go Fish Digital | 2019