



LARHONDA SPARROW

HEAD OF CONTENT

PROFILE

I'm an experienced marketer, content strategist, and servant leader with nearly a decade of experience working in-house and in agency settings. I have a critical eye for detail, expert analytical skills, and a proven track record of leading B2B and B2C content marketing teams to success.

EXPERIENCE

SENIOR CONTENT MARKETING MANAGER

The Knot Worldwide - International Wedding Marketplace

2021 - Present

- Create all long-form B2B and brand content, like eBooks, white papers, guides, newsletters, webinars, testimonials, and videos
- Editor-in-chief for the WeddingPro.com blog, ensuring content is consistent, on-brand, and distributed widely to wedding vendors
- Design and implement robust content strategies designed to boost SEO rankings and drive prospects down the conversion funnel
- Collaborate with internal stakeholders to plan marketing campaigns and define and refine the WeddingPro brand voice
- Develop and optimize new content channels to reach new audiences
- Manage Content Associates and Junior Copywriters, leading them through their day-to-day tasks and long-term development
- Analyze and report on content performance data, like website performance, blog session data, and keyword rankings

SENIOR COPYWRITER

Go Fish Digital - Digital Marketing + SEO Agency

2018 - 2021

- Created and edited versatile long- and short-form content for over 70 clients ranging in industries from SaaS to consumer-facing retail eCommerce
- Established the copywriting vertical, which included creating processes, style guides, and hiring junior copywriters
- Developed and rolled out comprehensive content and brand strategies for internal and external business partners
- Guided junior copywriters on all daily tasks, like assigning projects and delegating clients
- Interfaced with clients to give weekly project updates

CONTACT



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Concord, North Carolina



www.larhondascopywriting.com

EDUCATION

BACHELORS OF ARTS, ENGLISH

Furman University

2010 - 2014

SKILLS

- SEO Copywriting
- Content Strategy
- People Leadership
- Long-form Copywriting
- Short-form Copywriting
- Copyediting
- Digital Content Management
- Website Content Development
- Social Media Marketing
- Email Marketing
- Project Management
- Growth Marketing
- Data Analysis
- Search Engine Marketing

EXPERIENCE, CONT

CONTENT MARKETING ASSOCIATE

Social Solutions Global - International Nonprofit SaaS Technology

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
- Interviewed users to create product testimonials
- Built and analyzed reports to gauge content performance

INTEGRATED MARKETING SPECIALIST

TAKE Supply Chain - International Supply Chain SaaS Technology

2015 - 2016

- Wrote and edited all internal and external communications like long-form content, press releases, emails, and ads
- Managed company brand channels, ensuring that brand voice and tone were consistent
- Assisted with lead generation and campaign management via Marketo and Salesforce
- Oversaw public relations and event efforts to ensure accurate brand messaging

MARKETING AND HR SPECIALIST

United States Gold Bureau - Specialty Investment Retail Firm

2014 - 2015

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

FREELANCE CONTENT CONSULTANT

LaRhonda Sparrow Copywriting - Copywriting and Consultation Services


2014 - Present

- Create long- and short-form content for various clients, including SaaS, financial institutions, B2C eCommerce businesses, B2B marketplaces, educational publications, and more
- Edit copy produced by clients or other freelance writers
- Provide consultations on how to create high-quality content, content calendars, and creative digital marketing strategies

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TECHNOLOGY

- Google Suite
- Microsoft Office Suite
- Wordpress
- Google Analytics
- SEM Rush
- Basecamp
- Asana
- Marketo
- Hubspot
- Jira
- Salesforce
- Figma
- Canva
- Slack
- ON24
- Buffer
- Sprout Social
- Hootsuite
- ChatGPT