

# Spring Eselgroth

480-862-0780

seselgroth@gmail.com

Curious, creative and collaborative...that's me.

Looking to contribute to a worthy mission. Also me.

Falling in love with great copy on a daily basis. Ohhh, yeah. That's *definitely* me.

**Recent Work:** [www.thewritesofspring.com](http://www.thewritesofspring.com)

**Copywriter/ Editor**, Brief Media, September 2020 to July 2024

- Created marketing copy for the company's various brands in the veterinary industry, including Clinician's Brief, Plumb's Veterinary Drugs and Plumb's Pro. Won the gold in the 2021 Vetty Awards for the Plumb's Pro launch campaign.

**Senior Copywriter**, University of Phoenix, December 2019 to September 2020

- Inspired UOPX students and alum to continue to grow and learn. Web, email, social media, content marketing, video scripts and so much more.

**Copywriter/ Editor**, Sunny & 75, LLC, May 2019 to present

- Crafted website copy for CAL Insurance & Associates and Oklahoma Facility Services.

**Copy Editor**, Glynlyon, Feb 2019 to May 2019

- Edited educational materials for accuracy using the Chicago Manual of Style and Glynlyon's internal style guidelines.

**Communications Coordinator**, FSJ, March 2018 to September 2018

- Created, edited and managed all forms of official communication, including email, web content and printed marketing materials for a membership of more than 3,000.

**Copywriter**, CEA Study Abroad, Jan. 2017 to Aug. 2017

- Created and edited copy for CEA communications, including web, email and print.

**Copy Editor/ Copywriter**, VMEdU, Inc., Aug. 2015 to June 2016

- Edited copy for digital content, academic materials, textbooks and printed marketing collateral

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- Created short-form articles on subjects related to sales and marketing

**Skills and knowledge:** Chicago style, AP style, Adobe Creative Suite, Research, Photography/Videography, Wordpress, CMS

**Certifications:** The Poynter ACES Certificate in Editing, September 2019

## **Education:**

Master of Arts in Mass Communication, May 2011, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, Ariz.

Bachelor of Arts: Art History, December 2006, Central Connecticut State University, New Britain, Conn.

## **References:**

Becca Cowles, VP Growth & Product Marketing, Instinct Science, rjcowles@gmail.com, 303.550.7164

Claudia Provencio, Creative Director, University of Phoenix, 602-703-1688

Jenny Arabo, Radiology Contact Center Director, SMIL, 480-695-3355

Kathleen Graham, Executive Director, SABEW, kgraham@sabew.org, 602-496-7862