

Spring Eselgroth

Phoenix, AZ 85006
seselgroth@gmail.com
480-862-0780

Professional Summary

Curious, creative and collaborative.
Looking to contribute to a mission...on a mission.
Finding new ways to tie solutions to the things that matter most in the fewest words possible.

Willing to relocate: Anywhere
Authorized to work in the US for any employer

Work Experience

Copywriter

Sprouts Farmers Market-Phoenix, AZ
October 2024 to Present

As a member of the Sprouts creative team, I work on a variety of assets in order to promote campaigns, from the ongoing like Peak Season produce to the more seasonal or event specific, like Valentine's Day. I also help create in-store signage, write all social media posts and provide copy for anything else that may pop up!

Copywriter/Editor

VetMedux-Remote
September 2020 to July 2024

At Vetmedux, I 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.
Gold medalist in the 2021 Vetty Awards for the Plumb's Pro launch campaign.

Senior Copywriter

University of Phoenix-Phoenix, AZ
December 2019 to August 2020

As a member of the UOPX creative team, I helped inspire students and alum to continue to grow and learn. Web, email, social media, content marketing, video scripts and so much more.

Communications Coordinator

Fun Stampers Journey-Phoenix, AZ
March 2018 to September 2018

With Fun Stampers Journey, I created 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-Phoenix, AZ
January 2017 to August 2017

At CEA Study Abroad, I helped plant the seeds of education and adventure in far off lands in the hearts and minds of young people. Mainly brochures, emails and web pages, but also some fun infographics and banners!

Copy Editor/ Copywriter

VMedu, Inc.-Phoenix, AZ
August 2015 to June 2016

With VMedu, I was an editor of digital content, academic materials, textbooks and printed marketing collateral. Plus, I wrote many short-form articles on sales and marketing.

Education

Master of Arts in Mass Communication

Walter Cronkite School of Journalism and Mass Communication, Arizona State University, - Phoenix, AZ
September 2009 to May 2011

Bachelor of Arts in Art History

Central Connecticut State University - New Britain, CT
January 2004 to December 2006

Skills

- Social Media Management
- Adobe Photoshop
- Content Management
- Copywriting
- Copy Editing
- Digital Marketing
- AP Style
- WordPress
- Content Management Systems
- Content Marketing
- Proofreading
- Blogging
- Search Engine Optimization (SEO)
- Chicago Manual of Style
- Adobe Premiere
- Email Marketing

Links

www.thewritesofspring.com

Military Service

Branch: Air National Guard

Service Country: United States

Rank: Senior Airman

December 2003 to December 2009

While in the Air National Guard, I was a medic for fighter pilots and then I was a phlebotomist.

Additional Information

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

Certifications: The Poynter ACES Certificate in Editing, September 2019