

Spring Eselgroth

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Thoughtful copywriter/copy editor with experience in education, nonprofit and for-profit communication. Excited to bring fresh ideas, world-class wordsmithing and a keen eye for detail to your mission.

EXPERIENCE

Copywriter Sept 2024 - Sept 2025 Sprouts Farmers Market

As a member of the Sprouts creative team, I worked on a variety of assets in order to promote campaigns, from the monthly Peak Season produce to specific, once-a-year celebrations (the holidays!).

Copywriter/Editor Sept 2020 - July 2024 VetMedux

During my time at Vetmedux, I created marketing copy for the company's various brands in the veterinary industry, ensuring all copy met AP, AMA and internal style guidelines.

Senior Copywriter Dec 2019 - Aug 2020 University of Phoenix

Working with the 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.

Copy Editor Feb 2018 - Aug 2018 Glynlyon

As a copy editor with Glynlyon, the world-class educational tech company, I ensured all educational materials adhered to the Chicago Manual of Style and internal style guidelines.

Communications Coordinator Mar 2018 - Sept 2018 Fun Stampers Journey

While at 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 Jan 2017 - Aug 2017 CEA Study Abroad

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/ Content Writer / Voice Over Artist Aug 2015 - June 2016 VMEdU

While with VMEdU, a leader in project management education and creator of ScrumStudy, I ensured all digital content, academic materials, textbooks and printed marketing collateral adhered to the appropriate style guide. In addition, I wrote many short-form articles on sales and marketing and worked on-screen and in-audio on various educational assets.

Society for Advancing Business Editing and Writing (SABEW) November 2011 - June 2015

SABEW is the nation's largest nonprofit dedicated to financial journalism with more than 3,500 members.

I wore many hats during my time with SABEW! I helped increase membership through improvement of retention efforts as well as creating campaigns that shared the benefits of the organization. I also managed the SABEW website including the posting of content and oversaw the annual journalism contest, the Best in Business (BIB), which draws roughly 1,000 entries every year.

EDUCATION:

Walter Cronkite School of Journalism • M.A. Mass Communication • Sept 2009 - May 2011

Central Connecticut State University • B.A. Art History • Jan 2004 - Dec 2006

LICENSES & CERTIFICATIONS: The Poynter ACES Certificate in Editing • AP Style • Sept 2019

SKILLS: Social Media Management • Adobe Photoshop • Content Management • WordPress • Content Management Systems • Content Marketing • Research • Event Planning