

TAYLOR WALDON

(858) 414-8822 | taylor@taylordink.com

Skills and Qualifications

Writing, Project Management, Technical Product Testing & Documentation, SEO, Web Analytics, Content Strategy, Social Media.

Work Experience

Impress.org | GiveWP | WP Business Reviews

(Semi-Remote) San Diego, CA

Content Writer & Strategist

May 2018 – Present

- Improve and maintain company content standards, including coordinating with the development and customer support teams to research, plan, execute, and report on inbound marketing campaigns and content marketing projects.
- Design, document, implement, and maintain the Asana Project Management system to fit the team's workflow and marketing strategies, including a [README] project board for process documentation and project/task templates located within the app.
- Optimize on-site and off-site content for search engines, contributing to more than a 100% increase of new website visitors and a 60% increase in revenue generated from organic search over the past two years.

Self-Employed

(Remote) Anywhere, USA

Freelancer | Ghostwriter | Consultant

November 2016 – Present

- Providing freelance services for anything I've done on this resume in addition to assisting with college applications and tutoring as well as ghostwriting creative work for clients, most recently an interesting WWII memoir.

JS2 Application Development LLC

(Remote) Richardson, TX

Marketing Director

April 2016 – November 2016

- Planned, designed, and maintained a full WordPress Website; changed hosting services, set up and maintained the website on a daily basis, resulting in a significant increase in overall traffic and users.
- Collaborated with team members to manage the social media presence of the company, specializing in setting up Facebook Ads, strategic networking through Facebook profiles, and researching new Facebook platform features.
- Helped create and maintain content standards, wrote company website content, and coordinated with a team of bloggers by organizing content schedules, editing writing submitted by others, and writing content under the author name "JS2Vagabond."

M'Agency LLC

(Remote) Southlake, TX

Social Media Manager and Copywriter

September 2014 – November 2016

- Created print marketing materials to market products and services for clients in a wide range of industries.
- Planned and wrote SEO optimized content for client websites, including creating supporting content for print and web media.
- Maintained social media presence for clients across platforms and reported on their benchmark data for ROI reports.

Chartwells for Higher Education

Turlock, CA

Marketing Manager

April 2013 – August 2014

- Designed and produced ads and presentations to promote on-campus food services, contributing to a 100% increase in catering food sales and a 20% increase in retail food sales over 12 months.
- Tracked food sales across campus to identify areas for improvement through quantitative and qualitative research.
- Trained over 100 staff members from 5 different on-campus dining locations in customer service procedures and standards.

Marketing Intern

August 2012 – April 2013

- Designed and implemented a blog to help combat the failing public image of the on-campus food service company, which contributed to a 7% increase in student satisfaction with food services over 10 months.
 - Planned and implemented 2 to 6 special events per semester, including cooking classes and competitions.
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Education

American University, School of International Service

Washington, DC

MA International Relations

August 2015

California State University, Stanislaus

Turlock, CA

BA English Literature

July 2013

Technology

Programs and Software: WordPress, Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, Adobe Creative Suite, GSuite, Microsoft Products, SPSS, Google Analytics, Google Search Console, Asana, GitHub, Active Campaign, MailChimp, (Others).