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## Summary

Technical and Marketing Content Writer, WordPress Enthusiast, WordCamp Speaker, Digital Course Creator, and Ghostwriter.

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## Work Experience

*Impress.org | GiveWP | WP Business Reviews*

Remote

### Content Strategist

May 2018 – Present

- Lead a distributed team in content strategy, creation, and distribution using competitive research and analysis to support ideas and SEO strategies.
- Own the strategy and execution of all marketing content, including coordinating with the development and customer support teams to research, plan, execute, and report on inbound marketing campaigns and content marketing projects.
- Optimize on-site and off-site content for search engines, contributing to more than a 160% increase of new website visitors and a 80% increase in revenue generated from organic search traffic over two and a half years.
- Create and launch a brand voice, SEO strategy, KPIs, and WordPress community engagement plan for WP Business Reviews.

*Self-Employed*

Remote

### Marketing Consultant

November 2016 – January 2020

- Developed and reported on marketing strategies, KPIs, and ROI for clients in multiple industries.
- Wrote technical documentation and website content for clients.
- Built and maintained WordPress websites for clients upon request.

*JS2 Application Development LLC*

Remote

### Marketing Director

April 2016 – November 2016

- Planned, designed, and maintained a full WordPress Website, resulting in a significant increase in overall traffic and users.
- Led a team of three to manage the social media presence of the company across multiple social media platforms.
- Created and maintained content standards, wrote company website content, and led a team of bloggers.

*M'Agency LLC*

Remote

### Social Media Manager and Copywriter

September 2014 – November 2016

- Planned and wrote search-optimized content for websites, including creating supporting materials for print and social media.
- Maintained social media presence for multiple clients across platforms and reported on their KPIs.

*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.
- Analyzed food sales across campus to identify areas for improvement through quantitative and qualitative research.

### 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

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## Technology

WordPress, Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, Adobe Creative Suite, GSuite, Microsoft Products, SPSS, Google Analytics, Google Search Console, Asana, GitHub, Active Campaign, MailChimp, HTML, CSS

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## Personal Websites

taylord.ink | talesoftay.com | taylordink.com | taylorelizabethrose.com