Taylor Carara

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# Professional Summary

Detail-driven finance feature writer with over three years of experience translating complex economic ideas into accessible, compelling narratives. Proven ability to write with clarity and depth on topics including budgeting, investing, tax strategy, and consumer behavior. Versatile across tone and platform, with a knack for making technical finance subjects feel human and relevant.

# Core Competencies

• Financial Content Writing  
• Budgeting & Personal Finance Strategy  
• Digital Publishing (CMS platforms)  
• AP Style Mastery  
• Longform Articles (2,500+ words)  
• SEO Optimization  
• Financial Literacy Advocacy  
• Trend Analysis & Topic Research

# Professional Experience

Freelance Finance Writer | MoneyNest & WalletWhiz | Remote | 2021–Present  
Researched and wrote longform features on budgeting frameworks, investment strategies, and credit optimization.  
Delivered clean copy within CMS, adhering to AP Style and optimizing for SEO.  
Articles regularly featured in Google Discover and syndicated across multiple platforms.

Finance Columnist | Daily Ledger Dispatch | Remote | 2018–2021  
Produced weekly columns breaking down legislative changes, retirement tools, and debt management trends.  
Collaborated with editors to maintain voice consistency and factual clarity.  
Earned a loyal readership by simplifying technical finance concepts.

Personal Finance Blogger | BudgetCraft | Remote | 2016–2018  
Created reader-focused content that blended personal anecdotes with actionable financial tips.  
Managed editorial calendar and drove organic traffic through optimized headlines and metadata.  
Built community engagement through comments and newsletter feedback loops.

# Education

A.A. in Communications | Richland Community College | Decatur, IL | 2014–2016

# Technical Skills

WordPress, Google Docs, Grammarly, Asana, Trello, Slack, SEO tools (Yoast, Clearscope), Google Analytics, Microsoft Office Suite