

TOD TAYLOR

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Personal Statement

Creative Editor offering experience devising digital strategies, directing programme content and collaborating with production team. Highly skilled in all aspects of production from pitch to content development. Excellent writing skills and sound editorial judgment. Demonstrated to meet deadlines by guiding writers and contributors to complete well-structured broadcast.

Core Qualifications

- Headline writing
- Detail oriented
- Project management
- Event coverage
- Page layouts
- Strategic planning
- Organisation
- Assertive

Education

Master of Arts: Digital Media Management 12/2020
Georgia State University

Bachelor of Arts: Communication Studies 06/2017
Savannah State University

Work Experience

Editor 11/2020 to Current
Georgia Today

- Prepare, rewrite and edit 50 pieces per month to improve readability and impact.
- Assign various topics and story concepts to 10 writers for coverage.
- Keep up to date with latest trends and practices across the industry and develop online strategies.

Assistant Editor 08/2019 to 10/2020
Diogene Publishers

- Determined readiness of 30 written pieces per week, made changes and approved final versions for publication.
- Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.
- Managed EICs calendar of meetings, editorial tasks and overall publication.

Digital Journalist 01/2017 to 08/2019
Elf Publishing

- Managed website page curation, search engine optimisation and recirculation.
- Researched, wrote and optimised 20 stories per week to use across multiple platforms.
- Followed through on beat sources, contacts and leads to gather information for stories.

Research Experience

- Research Lead in "Digital Media and the Impact in Culture," (2018)
- Research Assistant, "Journalism and Urban Conflicts," (2017)
- Explored and analyzed topics such as art, diversity and inclusion in media coverage. (2017)

Publications

- Wilson, Sarah. “Digital Life in the Digital Culture.” *Campaign*, 22 June 2029, www.campaignlive.co.uk/media?src_site=mediaweek.
- “The Overdose of Digital Content.”

Conference Attendance

- Semiology in Instant News (2021)
- Media Today (2020)
- The Journalist Power Media (2019)

Honours and Awards

- The AI4Media (2019)
- FT Live: The Bracken Bower Prize (2017)

Professional Affiliations

- NPPA (2021)
- National Union of Journalists (2018-present)

Certifications

- Google Analytics (2021)
- Professional Writing Certificate- Penn LPS- (2020)

Professional Relevant Skills

- MS Office including Word and PowerPoint
- Adobe Photoshop and inDesign
- MAC
- Windows
- CMS

Hobbies and Interests

- Photography
 - Community Volunteer
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