

Taylor Marsden

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Experience

TeamBuy.ca | Buyers Unite

June 2013 – Present

Editor in Chief

- Leads and assigns all daily work to a creative writing team of 6 members
- Creates and edits all customer facing and internal site content – delivered to 5+ million subscribers daily through TeamBuy.ca/Dealfind, email marketing communications, social media posting and the Team Give blog
- Co-leads weekly marketing meetings (develops and writes for all campaigns alongside graphic designers, affiliate and social media teams)
- Proposes and implements all Copy policy and style changes
- Develops all training materials for incoming and current Copy department staff

Senior Editor

July 2011 – June 2013

- Developed and implemented training for all incoming and present copy department staff
- Supported writers with appropriate coaching and tips to promote constant improvement in the areas of writing quality and productivity
- Coordinated and lead bi-weekly team meetings
- Edited and proofread all content before uploading to a national audience of 3 million subscribers
- Worked closely with the EIC to ensure all copy effectively achieved the TeamBuy writing structure and voice
- Interfaced with sales management, account coordinators, marketing (graphic designers, community manager, affiliates), and customer service departments as required

Culture Ambassador/Event Planner

June 2011 – Present

- Conceived and executed large and small scale monthly company events (for more than a year) with the purpose of boosting morale, teambuilding and maintaining an exciting company culture
- Worked within fixed budgets (\$2000 and up) to entertain parties of 100+ attendees
- Events included Employee Sumo Wrestling, an Introduction Game Show for new employees, Halloween Costume Bash, a Christmas Extravaganza, Team Anniversary Event at SPiN, 90s Day, etc.

Copywriter

January 2011 – July 2011

- Researched and created several 'daily deal' features a week (published daily across 20 Canadian cities; audience of 1 million subscribers)
- Wrote clear, concise and clever copy
- Scheduled, uploaded and maintained all written site content
- Worked closely with in-house marketing team to create and maintain the brand/voice
- Conceived, developed, pitched (even voiced!) both local and nationally based advertising campaigns (print, video, radio, web)



Smartslips Inc.

December 2011 – January 2012

- Freelance copywriter for new technology startup company Smartslips Inc.
- Developed brand identity and voice alongside owner and co-CEO Corey Gross
- Created company's "consumer card" - content to be displayed on the Smartslips micro-site as well as in retail stores nation-wide

Toronto East York Observer/ Observer Online

January 2009 – December 2010

- Feature and news writer for the Toronto East York Newspaper and affiliated website the Toronto Observer Online
- Articles ranging from community food bank issues, Toronto budget concerns, Ontario college crunch of 2010
- Assistant Editor on six issues of the East York Paper

Mudd Magazine

March 2010 – June 2010

- Freelance arts and culture journalist for this Toronto fashion magazine launched in the summer of 2010 – piece written on the DJ culture progression published as a four-page feature
- Blogged for the official website in June 2010

Toronto Film Scene

March 2010 – November 2010

- Main contributor – blogged two film review pieces published every two weeks to the site; www.thetfs.ca
- Contributed to monthly "Best Of" podcast

Sugarcain Entertainment

March 2009 – October 2010

- Resident arts and culture blogger for small entertainment website in Toronto
- Blogged music, television and film articles

Education

University of Toronto (St. George Campus)

2004-2008

English, Music History and Culture

Centennial College (College of Communications)

2008-2010

Journalism - Print

Skills/ Extra Curricular

- Exceptional interpersonal skills
- Quality interviewing skills – interviewed politicians including former Mayor of Toronto David Miller, musicians, filmmakers, actors, business owners, CEOs of major Toronto corporations, working journalists, etc.
- Radio/podcasting experience
- Thorough researching and enthusiastic presentation skills
- Fluent in web-based content management systems and blogging platforms (e.g. WordPress, Tumblr); welcomes the opportunity to learn new systems
- Proficient in copyediting and able to restructure prose quickly for the appropriate medium
- Project management skills

