

# Taylor Marsden

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## Experience

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### Exhale Marketing

September 2014 - Present

#### Community Manager

- Grow and manage the presence of a variety of clients through social platforms - Twitter, Facebook, LinkedIn
- Research and write all content; light photo editing
- Create and maintain a monthly content calendar
- Coordinate content and strategy during regular contact with clients
- Establish and foster relationships with key influencers and industry specific bloggers
- Build experiments and use data to make decisions about the impact of various social media efforts
- Daily monitoring and engagement – responding to customer questions and concerns

### First Media Group

March 2014 - Present

#### Ghostblogger

- Write SEO-friendly posts on relationships, love and dating for QuestChat and Lavalife

### TeamBuy.ca | Buyers Unite

#### Content Editor

June 2013 – March 2014

- Hired all copy staff including bilingual writers and student interns
- Led and assigned daily work to a small editorial team
- Proposed and implemented all Copy policy and style changes
- Developed training materials for incoming and current Copy staff
- Created and edited customer facing and internal site content, email marketing communications and the TeamGive blog – delivered to 5+ million subscribers daily through TeamBuy.ca/Dealfind
- Co-led weekly marketing meetings and effectively coordinated initiatives across all Sales, Creative, and QA departments
- Wrote copy for all national ad campaigns and worked alongside Graphic Design, Affiliate and Social Media teams

### Senior Copywriter

July 2011 – June 2013

- Supported writers with appropriate coaching and tips to promote constant improvement in the areas of writing quality and productivity
- Coordinated and led bi-weekly team meetings
- Edited and proofread all content before uploading to a national audience of 3 million subscribers
- Worked closely with the Content Editor 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

## **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)
- Scheduled, uploaded and maintained ad features
- Worked closely with marketing team to establish and maintain company brand/voice
- Conceived, developed, (even voiced!) local and nationally based advertising campaigns (print, video, radio, web)

## **Toronto East York Observer/ Observer Online**

**January 2009 – December 2010**

- Feature and news writer
- 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 – piece written on the DJ culture progression published as a four-page feature
- Blogged for 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](http://www.thetfs.ca)
- Contributed to monthly "Best Of" podcast

## **Sugarcain Entertainment**

**March 2009 – October 2010**

- Blogged music, television and film articles

## **Education**

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### **University of Toronto (St. George Campus)**

**2004-2008**

English, Music History and Culture

### **Centennial College (College of Communications)**

**2008-2010**

Journalism - Print

## **Skills**

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- Research and interviewing - 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
- HTML, CSS, Photoshop and SEO
- Fluent in web-based content management systems and blogging platforms (WordPress, Tumblr)
- Project management skills