

Taylor Marsden

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Experience

The Home Depot Canada

November 2015 – Present

E-commerce Copywriter Specialist

- Oversee all product page copy on homedepot.ca; ensure content meets business objectives and is in line with marketing initiatives
- Develop and implement guidelines and strategy for customer-focused copy; direct team members in applying best practices
- Coordinate with Digital Analysts to implement an optimized content strategy using keyword research and tracking
- Create content style guide and define copywriting guidelines
- Daily work within retail/data management systems (STIBO, SAP)
- Introduced and on-boarded new workflow/process tools across all digital departments
- Researched, pitched and assisted in the implementation of artificial intelligence copy program

VerticalScope Inc.

August 2015 - Present

Contributor at Luxury4Play.com

- Research and write weekly posts aimed at millennial men on luxury fashion brands, real estate news, pop culture and travel
- Articles have received 10,000+ social shares

Taylor Marsden Consulting

January 2011 - Present

Freelance Web Writer

*Past clients include:

- *Velour Lashes* - SEO-rich web copy for the beauty brand's site refresh
- *Kayokoko Swimwear* - product descriptions (apparel, swimwear, accessories), blogging
- *Unhaggle* - resident blogger; provided weekly blogs on topics focused on the auto industry
- *Smartslips* - digital/print ad copy for promo materials including brochures and take-away cards; web copy for mini-site
- *PrepShop* - SEO-rich web copy; brand voice and tone creation
- *Fleek'd* - variety of travel and lifestyle articles aimed at a millennial audience

Innovada

March 2014 – October 2015

Ghostblogger for QuestChat and Lavalife

- Pitched and blogged weekly posts on relationships, pop culture and dating
- Posts received 800+ social shares

Exhale Media

September 2014 – December 2014

Community Manager

- Grow and manage the presence of a variety of clients through Twitter, Facebook, LinkedIn
- Create and maintain a monthly content calendar
- Establish and foster relationships with key influencers and industry specific bloggers
- Build experiments and analyze data to make decisions about the impact of various social media efforts

Content Editor

June 2013 – March 2014

- Responsible for hiring of all copy staff including bilingual writers and student interns
- Led and assigned daily work to a small editorial team
- Proposed and implemented all policy and style changes
- Wrote and edited customer facing and internal site copy
- Co-led weekly marketing meetings and effectively coordinated content initiatives across all sales, creative, and QA departments
- Wrote ad copy for all national campaigns alongside graphic design, affiliate and social media teams

Senior Copywriter

July 2011 – June 2013

- Supported writers with appropriate coaching to promote constant improvement in 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
- 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 features for 10 cities
- Worked with editorial team to establish and maintain brand voice/tone
- Conceived, developed, (even voiced!) local and nationally based advertising campaigns (print, video, radio, web)

Toronto East York Observer

September 2009 – June 2010

- Feature and news writer
- Articles including: community food bank issues, Toronto budget concerns, Ontario college crunch of 2010
- Assistant Editor on six issues of the East York Paper

Education

University of Toronto (St. George Campus)

2004-2008

English, Music History and Culture

Centennial College (College of Communications)

2008-2010

Journalism

Skills

- Research and interviewing
- Wordpress theme development and customization
- HTML, CSS, PHP, Photoshop, SEO, Microsoft Office Suite (Word, PowerPoint, Excel)
- Experienced with content management systems (WordPress, STIBO, SAP), blogging platforms (Tumblr, Squarespace), social channels (Pinterest, Instagram, Facebook, Twitter)