

Taylor Marsden

219 Fort York Blvd., Apt. 618 • Toronto, ON M5V 2W8
Phone: 647.622.5252 • E-Mail: thetaylormarsden@gmail.com



Experience

Exhale Marketing

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
- Daily monitoring and engagement – responding to customer questions and concerns
- Coordinate content and strategy during regular contact with clients
- 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

Innovada

March 2014 - Present

Ghostblogger for QuestChat and Lavalife

- Conceive and write weekly posts on relationships, love and dating using SEO best practices

TeamBuy.ca | Buyers Unite

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 Copy policy and style changes
- Wrote 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 ad copy for all national campaigns while working 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 features for 10 cities
- 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
- Contributed to monthly "Best Of" podcast

Sugarcain Entertainment

March 2009 – October 2010

- 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

- 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