

Taylor Marsden

1169 Ossington Avenue • Toronto, ON M6G 3W4
Phone: 647.622.5252 • E-Mail: thetaylormarsden@gmail.com



Experience

The Home Depot Canada

November 2015 – Present

eCommerce 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 (TRELLO)
- Introduced and assisted in the implementation of artificial intelligence copy program

VerticalScope Inc.

August 2015 - Present

Contributor at Luxury4Play.com

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

Taylor Marsden Content

January 2011 - Present

Freelance Web Writer

*Past clients include:

- *Velour Lashes* - content strategy; SEO-rich copy for the brand's site launch
- *Canopy Content* – blogging (topics: social media, Toronto real estate)
- *Kayokoko Swimwear* - product descriptions (apparel, swimwear, accessories), blogging
- *Unhaggle* – 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* – content strategy; brand voice and SEO-rich copy
- *Fleek'd* – variety of travel and lifestyle articles aimed at a millennial audience

Innovada

March 2014 – October 2015

Ghostblogger for [QuestChat](http://QuestChat.com) and [Lavalife](http://Lavalife.com)

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

Exhale Media

September 2014 – December 2014

Community Manager

- Grew and managed the presence of a variety of clients through Twitter, Facebook, LinkedIn
- Created and maintained a monthly content calendar

- Established and fostered relationships with key influencers and industry specific bloggers
- Built experiments and analyzed data to help direct social media strategy

TeamBuy.ca | Buyers Unite

Content Editor

June 2013 – March 2014

- Hired all copy staff including bilingual writers, freelancers and student interns
- Led and assigned daily work to a small editorial team
- Proposed and implemented 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
- 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 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 included: 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), Hootsuite
- Content management systems (WordPress, STIBO, SAP), blogging platforms (Tumblr, Medium), social channels (Pinterest, Instagram, Facebook, Twitter, Snapchat)