

NATALIE TAYLOR

Expert in content creation and editorial management with 8+ years of experience in a breadth of industries. Incredibly proactive, thoughtful, and fun teammate that gets stuff done. Looking to help bring clear messaging, storytelling, content, and design to another growing brand.

PHONE: 763.458.8131 EMAIL: nataliecstaylor@gmail.com WEB: nataliecstaylor.com ADDRESS: 248 Upton Ave S, Minneapolis, MN

EXPERIENCE

WILLOW | REMOTE | OCT. 2020-AUG. 2021

SENIOR CONTENT MANAGER

Early-stage startup focused on female financial wellness

- Strategized, created, and edited content that grew B2C, B2B, and B2B2C audiences. Channels and formats included:
 - Social graphics + caption templates that yielded high-engagement posts
 - Bi-weekly email newsletters ghostwritten for founder with ~35% open rate
 - Long-form blog posts that educated and converted prospects
 - Webinars that inspired action via followalong workbooks and chat prompts
 - Sales materials for sell-in meetings and end clients
 - Stylized social videos that increased views and engagement
- Owned and improved email and social marketing by managing the community and optimizing life-cycle campaigns
- Set clear editorial direction and performance metrics by establishing brand messaging
- Helped clarify the company's value prop and land its first clients via pitch decks and sales materials
- Designed and co-wrote a one-of-a-kind, 100-page financial coaching curriculum that became the foundation for the content strategy and an integral part of Willow's offering
- Mentored one direct report, helping improve her writing through coaching and continued-learning opportunities

T3 ADVISORS | BOSTON, MA | SEPT. 2017-MAR. 2020

MARKETING DIRECTOR

Boutique commercial real estate firm servicing high-profile tech and life science companies

- Guided senior executives on the company's messaging and brand during a pivotal growth period as the first marketing hire
- Acted as managing editor for all external-facing content, collaborating with SMEs to write blog posts and build a robust case study library
- Led a complete website redesign and messaging refresh with external and internal partners that led to a 160% increase in website conversion rates and a proud team

EKR | PROVO, UT | JUN. 2017-SEPT. 2017

BID WRITER & BUSINESS DEVELOPMENT MANAGER

Branding and marketing agency

- Ensured accurate scopes for client proposals by coordinating all project requirements between strategy, design, and development teams

SALT CONTEMPORARY DANCE | SLC, UT | APR. 2014-MAY 2017

MARKETING DIRECTOR

Brand-new contemporary dance company bringing cutting-edge global choreographers to Utah

- Collaborated with CEO, directors, videographers, venue managers, sponsors, graphic designers, and more to help shape the company's message and vision
- Built a strong brand identity through print and digital materials and grew social channels to 2k followers each with zero budget

NEWVISTAS, LLC. | PROVO, UT | AUG. 2014-JUNE 2017

CONTENT MANAGER

Startup venture focused on bringing IoT hardware products to market

- Increased customer loyalty by writing, designing, and producing crystal-clear user's manuals and tutorial videos for new products
- Improved copy and design for consumer product websites, apps, and packaging

BYU MAGAZINE | PROVO, UT | SEPT. 2013-JULY 2014

EDITORIAL INTERN

University alumni magazine with circulation of 220,000+

- Contributed one feature story, nine news articles, and countless edits for BYU's quarterly publication

EDUCATION

BRIGHAM YOUNG UNIVERSITY | PROVO, UT | AUG. 2009-JUNE 2014

- B.A. English language | Editing minor
- Major/minor GPA: 4.0; Cumulative GPA: 3.87
- Performed and toured with BYU Theatre Ballet; served as president and social media director

SKILLS

- Generating, refining, and repurposing ideas
- Understanding new concepts, industries, and objectives, wicked fast
- Turning data into action
- Interacting with humans and being a thoughtful, fun teammate
- Wearing multiple hats and adapting quickly
- Adobe InDesign, Photoshop, Illustrator, and Premiere Pro
- HubSpot, MailChimp, SurveyMonkey, Canva, Descript, Google Analytics, WordPress, basic SEO
- Instagram, LinkedIn, Twitter, Facebook

PERSONAL

- Lifelong learner
- Hand-written-note advocate
- Avid photographer and documenter
- Former travel blogger (teamtaylortravels.com) and Airbnb Superhost
- Semi-fluent in Spanish
- Volunteer as Managing Art Editor for a feminist religious literary magazine
- Former professional dancer with SALT Contemporary Dance
- Aspiring CEO of a first-of-its-kind pizza-oven business, founded with my husband
- Volunteered with International Rescue Committee in Sept. 2021 to process Afghan evacuees at Quantico Base, VA. Quickly put in charge of managing 25 people.