

Taylor Rice

(714) 365-8894 | taylor@taylormrice.com

WORK EXPERIENCE

Copywriter & Copy Editor – Freelance

Aug 2020 – Present

- Write monthly SEO blogs and other optimized marketing content for digital marketing agency IDG Advertising and its 20+ clients.
- Create monthly social media calendars/captions for social media marketing agency Tianna Winters Media and its 20+ clients.
- Create monthly social media calendars/captions for digital marketing agency Fourteen Media Group.
- Copyedit articles for Mediaplanet USA campaigns, which are published in *USA Today* as well as online.
- Promoted to (freelance) web editor at Mediaplanet USA after 1 year as copyeditor. As web editor, I upload all articles to WordPress and prepare the campaign landing pages for publishing day.
- Previous work includes writing case studies for a national payment processing provider, SEO and content blogs for e-commerce sites such as Camera Ready Cosmetics, and website copy for a leading digital marketing agency and their clients. More details available upon request.

Copywriter & Copy Editor – IDG Advertising

Feb 2019 – Aug 2020

- Wrote and proofread website copy for 20+ clients, including their website copy, SEO content, service pages, press releases, and more.
- Researched, sourced, and wrote semi-monthly SEO blogs for 20+ clients, utilizing proper SEO keywords and strategies.
- Created monthly social media content calendars for a range of clients.
- Published SEO blog posts using WordPress CMS.
- Created short-form video scripts for in-house social media marketing videos.
- Promoted within four months from copywriter to copy editor.
- Managed copywriters, assisting them in time management, adaptability, and tone. I delegated tasks, edited their copy, published their content using WordPress, and aided in the growth of their writing style.
- Produced more than 120 written deliverables each month, totaling more than 60,000 words.

Intern – Kendrick PR

Oct 2018 – Dec 2018

- Created monthly PR reports for a range of beauty and aesthetic medicine clients.
- Wrote and designed seasonal and NPD press releases for a variety of brands.
- Assisted with organizing and managing product launch events.
- Identified celebrities of interest and introduced them to our clients' products through product mail-outs and booked clinic experiences, increasing digital coverage and boosting ROI for the clients.
- Performed media monitoring and social media management for clients.

Editorial Intern – British Vogue

February 2018

- Performed online and physical archive research to locate relevant historical publications for use in *Vogue* print features.
- Quickly and accurately transcribed audio and video interviews for use in online articles and print features.
- Liaised with brand PR to call in products and arrange for their return.
- Assisted the art department by creating photo contact sheets in Adobe Bridge.
- Organized travel arrangements for senior staff and assisted with party and event planning when needed.

Editorial Intern – Cravenhill Publishing

January 2018

- Wrote daily online articles on business branding and corporate communications for the company's two magazines, *Transform* and *Communicate*.
- Wrote a six-page feature on Formula One's 2018 rebranding, which was featured in the print editions of both *Transform* and *Communicate*.
- Worked with Cravenhill's head of production to create new layouts for *Communicate*'s front of book.

EDUCATION

City, University of London (UK) 2017-2018
MA Publishing

University of Exeter (UK) 2014-2017
BA English (Hons)

ACHIEVEMENTS

James Patterson Writing Contest

Won a national writing contest hosted by bestselling novelist James Patterson. Patterson himself chose the winner from a shortlist, and my winning chapter was published in the paperback version of his novel *Fang*.

SKILLS

- Proficient in all Mac, Google Workspace, and Microsoft Office programs.
- Proficient in Adobe Photoshop, InDesign, and Lightroom.
- Proficient in WordPress CMS.
- Type >100 wpm.
- Extremely organized, efficient, self-motivated, and proactive.

My portfolio can be viewed at <https://taylormrice.com>.