

Taylor Reed

Marketing Writer

Marketing writer driving brand growth through effective content strategies

Over 15 years of experience producing persuasive marketing content, including blogs, white papers, and email campaigns for diverse industries.

CONTACT



(555) 876-2109



email@example.com



LinkedIn | Portfolio



City, ST

KEY SKILLS

- Analytics and reporting
- Content strategy
- Email campaigns
- Marketing copywriting
- White papers

EDUCATION

Bachelor of Science in Marketing
Emory University, Atlanta, GA,
January 2010

PROFESSIONAL EXPERIENCE

MARKETING WRITER | GROWTHEDGE MARKETING, ATLANTA, GA FEBRUARY 2013 – PRESENT

- Generated content for campaigns that increased leads by 50% across multiple channels
- Authored white papers that established clients as thought leaders in their industries
- Developed case studies that showcased client success stories and boosted conversions

CONTENT MARKETING SPECIALIST | CLICKPROS, ATLANTA, GA MAY 2010 – JUNE 2013

- Designed email marketing campaigns with a 20% click-through rate
- Created blog posts and social media content that enhanced brand engagement
- Conducted A/B testing to refine messaging and improve marketing performance