

# Taylor Williams

CREATIVE DIRECTOR, SENIOR COPYWRITER, & HEAD OF CONTENT

Salt Lake City, Utah

My name is Taylor Williams and I love to write - in fact, I've made it my entire career! It doesn't matter if your client list is Burger King or Mattress King, Mini Cooper or MaxiPad, I can write up a storm of awesomeness that is El Niño-esque in nature. If we're talking about marketing and writing, then I'm your guy.

I have experience in web writing, branding, developing brand and tone guidelines, direct response, SEO, product descriptions, radio, and video scripts, blogging, social media, email campaigns, PPC, team management, sourcing and maintaining vendor relationships, and so on and so forth.

Take a peek at my portfolio at

<https://www.krop.com/taylorwilliams/#/>

## Experience

Senior Copywriter

**Knoema**

Remote

Jul 2022 - Jan 2023

I was the Senior (and only) Copywriter at Knoema and was brought on to do a brand overhaul, including creating a new website from scratch. My duties included web writing, email, video scripts, sales collateral, newsletters, blogs, internal docs, messaging frameworks, product copy, SEO copy, editing, case studies, social media, and more.

I was also responsible for creating and maintaining our copy brand identity and ensuring everyone stayed on brand/message.

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Senior Content Manager/Copywriter

Salt Lake City

May 2019 - Jan 2022

## Storj Labs

May 2019 –Jan 2022

Write, edit, strategize, write, and write some more.

I was the sole copywriter/content strategist at Storj labs so you name it, I wrote it—web, email, video scripts, collateral, newsletters, blogs, internal docs, messaging frameworks, product copy, SEO copy, and more. I was responsible for creating and maintaining our brand identity and ensuring everyone stayed on brand/message.

I also acted as creative director and shared that responsibility with our designer on all marketing projects.

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Freelance Creative Director

May 2021 - Present

## Lithesome.net

I'm responsible for overseeing and generating all marketing content and being the brand steward for [Lithesome.net](https://lithesome.net). What does that entail, you ask? I'm responsible for art direction, creating all copy, creating & maintaining the brand identity, advising on and overseeing all social media content, budgeting, sourcing and overseeing all vendor relationships, managing freelancers (design), and even shipping sometimes (it's a very small company). This is a pro-bono position.

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Copy and Content Manager

Salt Lake City  
Aug 2018 - May 2019

## Divvy

Divvy

Aug 2018 – May 2019

Oversaw and wrote all copy and content.

Managed editorial calendar.

Planned and ran content strategy.

Created and managed brand guidelines

Ensured all content mirrored brand guidelines.

Managed and oversaw other writers.

Produced and wrote video content.

Concepted and helped create swag ideas (internal and external).

Helped craft messaging inside the Divvy app.

Wrote and helped guide all messaging for the website.

Worked closely with designers to help concept and create content.

Basically, I wrote all the stuff and did all the things a copywriter/associate creative director does.

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Lead Copywriter

Salt Lake City, UT  
Aug 2014 - Sep 2018

## Instructure

I was in charge of writing, editing, concepting, art directing, script writing, and basically any type of marketing writing you can think of for [www.getbridge.com](http://www.getbridge.com) and for [www.canvaslms.com](http://www.canvaslms.com). Co-created, art directed, and wrote everything that was on [www.getbridge.com](http://www.getbridge.com) and everything associated with the Bridge brand, which was later sold for a boatload of cash.

Direct Mail? Yup.

Video? You bet.

Web? Tons of web.

Print? Indeed.

Shirt designs and concepts? Of course.

Trade show collateral? Sí Señor

Branding? Uh huh.

Art Direction? Affirmative.

Editing? Sometimes.

I could go on, but you get the picture.

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Copywriter

## Clearlink

Salt Lake City, UT  
May 2011 - Aug 2014

Lead Copywriter for a variety of national brands including: Verizon, AT&T, Frontier Communications, CenturyLink, DIRECTV, DISH, HughesNet, and more.

I was responsible for content strategy, writing, and editing all content on [verizonspecials.com](http://verizonspecials.com) and [west.frontier.com](http://west.frontier.com).

I was also in charge of creating online marketing materials for all brands, including writing web copy, creating email campaigns, PPC landing pages, PPC ads, blogging, and any other marketing materials needed by our brands.

Focused on creating SEO optimized copy, creating successful Direct Marketing content, and Geo-specific targeted writing.

Responsible for editing sites for content issues, internal errors, spelling, formatting issues, and more.

Brainstorm, concept, and create new marketing materials from inception to completion.

Support all team members with any writing/editing needs they may have.

Managing freelance writers, including hiring, payroll, editing, and more.

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Freelance Copywriter

Denver, CO  
May 2009 - May 2010

## Faction Media

Worked to develop innovative marketing campaigns for print, direct mail, web, social media, and more.

Worked with creative team to develop compelling concepts and materials.

Proof all written materials before production.

Generated weekly content for ongoing marketing campaigns.

Worked within brand guidelines to create successful marketing campaigns.

Used SEO knowledge to create effective pay-per-click ads.

Concepted and created branding messaging.

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Copywriter

Salt Lake City, UT  
May 2007 - Sep 2008

## Studeo

Produced marketing content for print, radio, TV & web.

Acted as casting director for TV marketing campaigns.

Simultaneously managed multiple project teams.

Oversaw projects from inception to execution.

Spearhead multiple initiatives to help create a unique and visible product brand.

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Copywriter\Manager

Salt Lake City, UT  
Apr 2000 - Jul 2005

## Overstock.com

Managed all aspects of product copywriting for  
[Overstock.com](http://Overstock.com).

Led, trained, hired, and oversaw the copywriting team.

Acted as key liaison between all product buyers and  
copywriting team.

Quantified and delivered productivity results to management.

Developed editing standards and guidelines, ensuring  
consistency and quality between copywriters.

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Freelance Copywriter

Salt Lake City  
May 2002 - Apr 2019

## Molding Box

\*Work to develop innovative marketing campaigns for print,  
radio, and web.

\*Create new product names and identities.

Assist clients in developing effective writing skills.

Maintain responsibility for editing all content submitted by the  
copywriting team.

Write and edit internal web content.

Create brochures for multiple clients.

## Education

English

Salt Lake City, UT  
May 1997 - May 2003

## University Of Utah

Bachelor of Arts - English  
University of Utah – Salt Lake City, UT

