

taylor l. blake

contact

taylorlaurenblake@gmail.com

- Phone number upon request
- Address upon request
- LinkedIn: Taylor Blake
- TaylorLaurenBlake.WordPress.com
- (including portfolio and recommendations)

education

BA, Journalism/Media Writing (2010-14)

- Honors Minor
- Summa cum laude & Dean's List
- Studied in Jordan, Israel, United Kingdom, and at Sundance Film Festival

skills

- **Writing:** Blog, e-commerce, feature, news, product, script, web
- **Design:** Adobe InDesign, Photoshop, Illustrator
- **Social media:** Facebook, Flickr, Google+, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, WordPress, Yelp, YouTube
- **Email marketing:** MailChimp
- **Photography:** Event, portrait, product
- **SEO content**
- **Video production:** Final Cut Pro
- **Web design:** HTML/CSS, Adobe Dreamweaver
- **Mac & PC, Microsoft Office**

projects

- Co-host biweekly podcast, **SO IT'S A SHOW?**, including researching, recording, and managing social media (Nov. '16 - Present)
- Create and write reviews for film blog, **Crowd vs. Critic** (Jun. '12 - Present)
- Pitch and write **freelance articles** for publications including HelloGiggles and Round Trip Travel
- Co-designed HTML/CSS **small business website** with Dreamweaver (Oct. '13 - Mar. '14)
- Supervised **short film** script (Oct. - Nov. '12)

experience

Marketing Specialist, Weekends Only Furniture & Mattress (Nov. '14 - Present)

- Strategize and analyze social media (Facebook, Twitter, Pinterest, Instagram, Google+, Yelp)
- Edit and manage all product images
- Oversee agency and freelancer relationships
- Write and manage blog and website content
- Plan and coordinate email campaigns with agency
- Collaborate with team to determine website editorial standards
- Design logos, brochures, posters, graphics, and emails, both internal and customer-facing

Critic, ZekeFilm.org (May '16 - Present)

- Review new theatrical and DVD film releases
- Write and contribute to features
- Manage and create content for Twitter

Media Intern, Taylor Fund of Taylor University (Aug. '13 - May '14)

- Designed posters, mailers, t-shirts, and other projects for Taylor Fund scholarships
- Developed campaign for senior scholarship donations (posters, brochure, web design)
- Filmed and edited student interview video series

Editor, Taylor University Ilium Yearbook (Aug. '11 - May '14)

- Managed 10 students as Editor-in-Chief ('12 - '14)
- Led communication, meetings, planning theme, creating content, editing 200-page book, and organizing book distribution events
- Edited Athletics section, including taking photos, designing spreads, researching school athletics, and interviewing athletes ('11 - '12)

Lead Designer, Taylor University Parnassus Art & Literary Journal (Aug. '13 - Feb. '14)

- Designed 130-page layout for art/literary journal
- Marketed for student submissions and events with posters, video, and bookmarks
- Planned release party for 100+ guests

Media & Marketing Intern, Reliv International (May - Aug. '13)

- Interviewed product distributors and wrote articles for the blog and company magazine
- Researched and wrote health-focused blogs
- Created Facebook, Twitter, and Pinterest content

taylor l. blake

contact

taylorlaurenblake@gmail.com

- Phone number upon request
- Address upon request
- LinkedIn: Taylor Blake
- TaylorLaurenBlake.WordPress.com
- (including portfolio and recommendations)

education

BA, Journalism/Media Writing (2010-14)

- Honors Minor
- Summa cum laude & Dean's List
- Studied in Jordan, Israel, United Kingdom, and at Sundance Film Festival

skills

- **Writing:** Blog, e-commerce, feature, news, product, script, web
- **Design:** Adobe InDesign, Photoshop, Illustrator
- **Social media:** Facebook, Flickr, Google+, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, WordPress, Yelp, YouTube
- **Email marketing:** MailChimp
- **Photography:** Event, portrait, product
- **SEO content**
- **Video production:** Final Cut Pro
- **Web design:** HTML/CSS, Adobe Dreamweaver
- **Mac & PC, Microsoft Office**

projects

- Co-host biweekly podcast, **SO IT'S A SHOW?**, including researching, recording, and managing social media (Nov. '16 - Present)
- Create and write reviews for film blog, **Crowd vs. Critic** (Jun. '12 - Present)
- Pitch and write **freelance articles** for publications including HelloGiggles and Round Trip Travel
- Co-designed HTML/CSS **small business website** with Dreamweaver (Oct. '13 - Mar. '14)
- Supervised **short film** script (Oct. - Nov. '12)

experience

Marketing Specialist, Weekends Only

Furniture & Mattress (Nov. '14 - Present)

- Strategize and analyze social media (Facebook, Twitter, Pinterest, Instagram, Google+, Yelp)
- Edit and manage all product images
- Oversee agency and freelancer relationships
- Write and manage blog and website content
- Plan and coordinate email campaigns with agency
- Collaborate with team to determine website editorial standards
- Design logos, brochures, posters, graphics, and emails, both internal and customer-facing

Critic, ZekeFilm.org (May '16 - Present)

- Review new theatrical and DVD film releases
- Write and contribute to features
- Manage and create content for Twitter

Media Intern, Taylor Fund of Taylor University (Aug. '13 - May '14)

- Designed posters, mailers, t-shirts, and other projects for Taylor Fund scholarships
- Developed campaign for senior scholarship donations (posters, brochure, web design)
- Filmed and edited student interview video series

Editor, Taylor University Ilium Yearbook (Aug. '11 - May '14)

- Managed 10 students as Editor-in-Chief ('12 - '14)
- Led communication, meetings, planning theme, creating content, editing 200-page book, and organizing book distribution events
- Edited Athletics section, including taking photos, designing spreads, researching school athletics, and interviewing athletes ('11 - '12)

Lead Designer, Taylor University Parnassus Art & Literary Journal (Aug. '13 - Feb. '14)

- Designed 130-page layout for art/literary journal
- Marketed for student submissions and events with posters, video, and bookmarks
- Planned release party for 100+ guests

Media & Marketing Intern,

Reliv International (May - Aug. '13)

- Interviewed product distributors and wrote articles for the blog and company magazine
- Researched and wrote health-focused blogs
- Created Facebook, Twitter, and Pinterest content