

Taylor Bush

Digital copywriter with nine years of experience across B2B and B2C industries. Specializes in streamlining complex ideas, managing multiple projects at once, and adapting to new technologies.

CONTACT

- Penllyn, PA (Open to remote)
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- taylortbush.net

Portfolio password available upon request

SKILLS

- 360 Marketing
- Search Engine Optimization
- ChatGPT/Artificial Intelligence
- Email Marketing
- Social Media (ads, posts, CS, etc.)
- Copyediting
- Text Ads
- Press Releases
- Case Studies
- Whitepapers
- Radio Scripts
- Print Posters
- Research
- Content Strategy
- Articles
- Newsletters
- Brand Voice and Style Consistency

PROFESSIONAL LEARNING

- Udemy Course: "ChatGPT for Business: Writing with a Generative AI Companion"
- Udemy Course: "Content Marketing: Mastering Your Content Strategy for SEO"

EXPERIENCE

SENIOR COPYWRITER | NAGASE

200-year-old industrial company with \$8 billion in annual revenue and 100+ group companies
April 2021 – August 2023

FREELANCE COPYWRITER | NAGASE

August 2023 – Present

- Authored full-length "High-Temperature Soluble Core" whitepaper, including interviewing subject matter experts and doing extensive research
- Crafted globally distributed press releases for group companies, including for new positions, website launches, acquisitions, a zero-carbon pledge, and more
- Managed and edited team of 12 freelance writers for case studies for launch of global website
- Created full marketing campaign for launch of three novel 3D printing products, including email, social, landing pages, press releases, and Amazon storefront
- Provided copy for marketing of sponsorship of Formula E 2023 season, including social posts, press release, and internal portal posts
- Wrote cross-channel marketing campaigns for trade shows, global e-commerce websites, and quarterly newsletters

Group Companies: Infinite Material Solutions, Prinova, Nagase ChemteX

COPYWRITER | AIRGAS

A leading U.S. supplier of industrial, medical, and specialty gases
February 2020 – April 2021

- Generated copy for brand microsites, product descriptions, emails, brochures, Facebook ads, Google text ads, and other marketing collateral
- Met deadlines and delivered high-quality content while maintaining company's voice and standards
- Incorporated SEO initiatives into microsites, meta titles, meta descriptions, and text ads

COPYWRITER | PANZANO & PARTNERS

Advertising agency specializing in luxury shopping centers
November 2017 – February 2020

- Edited and wrote copy for digital ads, print posters, and leasing brochures
- Served as script coordinator for special company videos

COPYWRITER | HOLT'S CIGAR COMPANY

January 2017 – July 2017

MARKETING MANAGER | NAPCO MEDIA

October 2015 – August 2016

MARKETING COORDINATOR | OLIVET BOYS & GIRLS CLUB

November 2014 – October 2015

EDUCATION

Drexel University | Philadelphia, PA

Major: Custom-Designed Major- Creative Writing