

Taylor Chew

Creative Content Marketer, passionate about building and engaging communities. A positive, curious, karaoke-loving self-starter.

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CONTACT

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EXPERIENCE

ARTIST GROWTH: Content Marketing Manager

Nashville, TN, May 2017 - February 2019

- Developed and implemented a content roadmap, continuously revising based on data-driven results and real-time events
- Lead content creator and copywriter for website, blog, newsletters, social media, and all sales campaigns
- Implemented brand voice and style in all projects; upheld standards throughout team (including a QA and review process)
- Launched the Help Center: researched, wrote, and published knowledge-base articles and FAQ
- Cross-team collaboration with Sales, Product, and Customer Success to create on-brand, home-run content

NASHVILLE CRAFT PARTY: Founder

Nashville, TN, September 2016 - Present

- Curated creative events, including ideation, marketing, execution, and follow-up
- Content creator for all marketing initiatives, resulting in consistently sold-out events
- Managed all creative visuals, including product photography, light design, website, etc.
- Maintained engagement through monthly newsletter, social media, partner events, website, and blog
- Built a community through paid and organic reach

CONTRACT: Various Industries

Nashville, TN, June 2010 - Current

- [Taylor Chew](#), Personal Blogger & Photographer
- [Jumprope](#), DIY Tutorial Videos
- [Design Eat Repeat](#), Newsletter
- [Women in Touring](#), Conference Event Coverage
- [Gymboree Play & Music of Nashville](#), Social Media

EDUCATION

Cornell University, Ithaca NY

B.S.: Urban & Regional Studies, College of Architecture, Art, & Planning

CONTENT PORTFOLIO

Blog: Micro-blog,
Short-form, Lifestyle

Education: Tutorials,
Help Center, FAQ, Product
Updates, Webinar

E-mail: Newsletter,
Nurture and Drip
Campaigns

Publicity: Press Releases,
Social Media, Event
Coverage & Recap

Social Media for Business:
Facebook, Instagram,
Pinterest, Twitter,
LinkedIn

Visual: Product
Photography, Event
Graphics, Photo Editing

Website: Copy, Landing
Pages, SEO, Blog

TOOLS & SKILLS

Productivity: Asana,
Trello, Slack, Drive

Content: Hubspot,
Mailchimp, Hootsuite,
Adobe Express, Canva,
Squarespace, Wix

Driven Entrepreneur

Excellent Written and
Oral Communicator

Organized and
Accountable