

Andrew Taylor

Copywriter & Editor

Telephone: (438) 388-4708

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Website: www.andrethewriter.com

Employment

Writer / Copy Editor, Various Publications

May 2014 - Present

Montréal, Québec

My copywriting work has covered in-depth features and promotional spots for both online and print publications. My work has included:

- writing high quality articles for well-respected newspapers and magazines including the Toronto Star, TNT London, The Australian, Fast Forward Weekly and more.
- editing or writing web copy for a number of clients, including ghost writing regular blog posts for Bunnyfoot UK, or ensuring complex topics are presented in plain English for LifeQuest IVF.

I am able to successfully adapt my tone of writing to match each specific publication and audience group. I take pride in the fact that my copy is easy to read, informative, and that it always encourages readers to take action – whether by compelling a site visitor to click through to further information or by converting them into a customer.

Online Copy Editor, Rogers

April 2013 – May 2014 (Contract Position)

Toronto, Ontario

For this position, it was my role to write and edit copy for the website of Rogers – a major Canadian telecommunications company.

I was responsible to maintain the high editorial standards of www.rogers.com and ensure that digital content adhered to internal guidelines, best digital practice, and that it was published online within tight deadlines.

I also managed the organization's written style guide, made sure all copy was error-free, and worked alongside the French translation and legal teams to ensure copy was approved and signed off.

At Rogers Communications, it was my role to:

- write and edit copy for all sections of rogers.com, including the Wireless, On Demand TV, Internet, and Home Phone destinations.
- work with subject matter experts to make sure communications aligned with organizational objectives.
- ensure copy was factually correct, consistent, and error-free.
- manage the legal-sign off and French translation process for all web content.
- optimize web pages for search engines by providing unique title tags, meta tags, and image descriptions.

Digital Content Manager, HFEA

May 2008 – Sept 2012

London, United Kingdom

The Human Fertilization and Embryology Authority (HFEA) is a government department on the cutting edge of both science and medicine. As a key member of the communications team, I successfully:

- oversaw the content of the HFEA's main communication tools - their website, intranet, e-newsletters, fact sheets, social media, and advertising brochures.
- made sure that complex medical information and sensitive, emotive subjects were communicated with clarity and compassion.
- published web content via the HFEA's Content Management System.
- set up and maintained the organization's social media presence.

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Employment Cont.

Web Writer, Wellington City Council

March 2006 – April 2008

Wellington, New Zealand

While working for www.wellington.govt.nz I wrote and edited informative web content with an aim to promote the city of Wellington, New Zealand.

It was my role to provide Wellington residents with up to date, easy to understand information about their city. I also worked with the 40+ business units within the organization to ensure that their web presence was as effective as possible.

As the web team's go to person, it was my role to act as a gate-keeper to ensure all copy was of the highest standard before going live.

Education

Post-Graduate in Journalism,

Massey University, New Zealand

2006-2007

Bachelor of Arts, Major in History,

Victoria University, New Zealand

2000-2002

'A' Bursary, Onslow College,

New Zealand

1995-1997

Professional Experience

- Copywriting
- Proofreading
- Researching
- Copy mark up
- Website accessibility
- Interpersonal skills
- CP and AP style guide knowledge
- Headline/tag line writing
- Interpreting client's needs
- Copy editing
- SEO and keyword research
- CMS use
- Working from a brief
- Fact checking
- Short and long form copy
- Plain English writing
- Marketing copy

Strengths & Abilities

- Passion for writing engaging online copy.
- Ability to collaborate with team members and incorporate feedback into my written work.
- Web knowledge, including SEO, HTML, and web publication via Content Management Systems.
- Knowledge of French and Italian languages.