



TAYLOR OLSON

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EDUCATION

Augustana University | May 2018
Bachelor of Arts—Journalism and English

ACHIEVEMENTS

- Compiled three years of historical SEO data and began publishing monthly Microsoft Excel reports for 5 brands under the Gopher Sport umbrella
- Received 4/4 stars on all yearly performance reviews at Gopher Sport
- Member of Augustana University's chapter of Sigma Tau Delta, an English honor society
- Developed and presented a panel on the importance of employing an ethic of empathy when reporting on vulnerable populations at the 2017 National College Media Convention
- Editor-in-Chief of yearbook that placed 10th in the 2018 National College Media Convention's Best of Show competition
- Became HubSpot certified in Inbound Marketing and Marketing Software

SKILLS AND STRENGTHS

- Excellent with Microsoft Office Suite, Adobe InDesign, Canva, and multiple social media platforms
- Proficient with Adobe Photoshop and Premiere, as well as HubSpot's email and social media marketing software
- Experience with many project management tools including Microsoft Teams, Trello, Airtable, and Basecamp
- Passionate about connecting with others through storytelling
- Aptitude for accuracy, problem solving, and critical thinking

WORK EXPERIENCE

Copywriter Coordinator

Gopher Sport | August 2018 - present

- Aid the rest of the content department on product production
 - Route as many as 650 catalog pages per month after proofreading and reviewing overall page cohesion
 - Ensure all online products have accurate copy, categorization, pricing, SEO attributes, and more
 - Create complimentary copy for products such as activity instructions, video scripts, and image captions
- Coordinate company-wide Search Engine Optimization efforts
 - Plan multiple complex projects for up to 5 brands at a time and ensure implementation across multiple teams
 - Common projects include technical website audits, optimization of content, and successfully launching products that are web crawler friendly
 - Track analytics month-over-month to confirm overall SEO efforts align with corporate goal to increase number of monthly users and grow organic sales by 7% yearly

Content Creator

5j Marketing and Design | June 2017 - October 2018

- Collaborated with multiple Inbound marketing clients to create and execute content calendars from start to finish
 - Used best practices to implement blogs, eBooks, videos, infographics, and more on websites, in email marketing campaigns, and on social media—and then tracked the performance of content and made constant adjustments
 - Researched and mastered obscure topics to effectively communicate ideas to specific audience personas
- Interviewed clients and created engaging copy and design for B2C businesses and non-profit websites in various tones

Editor-in-Chief

Augustana University Edda [yearbook] | June 2017 - June 2018

- Hired, trained, and oversaw staff of 15, scheduling regular group and individual meetings to stay on track for on-time publication
- Selected graphic elements used throughout book and guaranteed quality stories, photographs, and design on each spread
- Managed yearly budget and distribution of previous year's book, including mailing to hundreds of students who had graduated

Internationally Certified Tutor

Nancy Dickinson Writing Center | September 2016 - May 2018

- Assisted diverse student populations through every stage of the writing process—including brainstorming, high order concerns such as thesis development or organization, and low order concerns such as grammar or sentence structure
- Helped struggling students long term by setting semester-long writing goals and finding opportunities to accomplish them