

# Taylor Ryan Moore

Email: [taylormoore0321@gmail.com](mailto:taylormoore0321@gmail.com) | Website: [taylorryanmoore.com](http://taylorryanmoore.com)

## Roles:

Copywriter  
Copy Editor  
Web Content Manager/Specialist  
Social Media Manager/Specialist  
Newsletter Editor  
Editorial Assistant  
Short-form Video Editor  
Video Producer

## Skills:

Project Management Tools

- HubSpot
- Click Up
- JIRA
- Trello
- Monday

Social Media Analysis/Marketing

- Meta Business Suite (Facebook & Instagram)
- LinkedIn Analytics
- YouTube

Microsoft Suite

Video/Photo/Graphic Editing

- CapCut
- Adobe Premier
- Adobe Express
- Canva

Video Scripting

B2B & B2C Marketing

Newsletter Management

## Education

University of Missouri - Columbia

- Bachelor's of Journalism
- Aug '16 - Dec '19

## Employment History

### Facilisgroup (December 2022 - ): Copy and Content Specialist

- My role at Facilisgroup came with a lot of responsibility, mainly to manage and create most of the marketing materials and content that went out to our customers, including social media posts, weekly and monthly newsletters, and other marketing materials.
- Skills Used:
  - B2B Marketing, Newsletter Management, Project Management Tools, Microsoft Suite, Social Media Analysis/Marketing, Video/Photo/Graphic Editing, Video Scripting

### Conference Technologies Inc. (August 2021 - December 2022 ): Marketing Coordinator/Editor

- CTI saw me in two roles: as a marketing specialist for the AV integration side of the company and as an editor for the AV/IT news publication. I was the in-house copywriter, writing press releases, industry articles, and social media captions.
- Skills Used:
  - B2B Marketing, Newsletter Management, Project Management Tools, Microsoft Suite, Social Media Analysis/Marketing,

### Sonic Electronix (April 2020 - July 2021): Copywriter

- This role saw me as the product copywriter, managing the product listings for the car audio site. I also worked on industry-specific articles to help boost our SEO
- Skills Used
  - B2C Marketing, Copywriting, Project Management System