



# TAYLYN COGSWELL

## MARKETING COPYWRITER

### ABOUT

I'm a copywriter with experience writing both B2B and B2C content within the energy, cosmetics, & healthcare industries. I use my skillset to help clients create a variety of print and digital marketing materials.

### PROFESSIONAL SKILLS

Digital & Print Marketing  
Adobe Suite  
WordPress  
Copywriting  
Article Writing  
Script Writing  
SEO  
Photo editing  
Canva  
Customer Service & Managing  
SEO & Meta Data Writing  
E-commerce  
Facebook Ad Manager  
Short Form Video Content Creation

### PERSONAL ATTRIBUTES

Creative spirit  
Infectiously enthusiastic  
Reliable and professional  
Superfluous notetaker  
Fast learner  
Intrinsically Motivated  
Storyteller

### CONTACT

P: (661)-599-7094  
E: [tgcoogs@gmail.com](mailto:tgcoogs@gmail.com)  
W: [www.taylyngrace.com](http://www.taylyngrace.com)

References available upon request

### SOCIAL

[www.ardentfew.com](http://www.ardentfew.com)  
[@taylyngrace](https://www.instagram.com/taylyngrace)  
[facebook.com/taylyn.cogswell/](https://www.facebook.com/taylyn.cogswell/)

### WORK EXPERIENCE

#### PART-TIME COPYWRITER

Boston Environmental & Consumer Focus Marketing | May 2022- present

- Creating website copy (30+ pages), writing hyper-targeted SEO webpages, & performing SEO blog writing & editing ~ 15+ blogs a month. Both B2B & B2C content.
- Providing monthly marketing materials for 30+ clients on a monthly basis including social media, email, web banners and blog copy

#### CONTRACT MARKETING COPYWRITER

Komin Medical Group | April 2021 - January 2022

- Crafted informational blog posts about new treatments offered at the wellness clinic
- Converted medical jargon & research into easy-to-digest copy for a new online patient portal
- Created social media graphics & designs for daily postings
- Worked closely with medical doctor & dietician to create content

#### PR COORDINATOR & MARKETING COPYWRITER (IN HOUSE)

Kiara Sky & Glam and Glits | Feb. 2020 - June 2021

- Coordinated PR campaigns for new product launches, maintained relationships with brand influencers, initiated new brand partnerships
- Authored informational blog posts, YouTube scripts, product descriptions, brand mission statement, & customer service (CSR) scripts in brand voice.
- Helped company to transfer and relaunch 2000+ products on a new e-commerce platform

### EDUCATION

BACHELOR OF ARTS, MAJOR IN MEDIA ARTS WITH JOURNALISM EMPHASIS

Boise State University | Aug. 2017 - Dec. 2019  
Distinguished Honors, Magna Cum Laude (GPA: 3.7)  
Member of Phi Kappa Phi Honors Society