

# Taylor K. Long

206-419-8580 • taylorlong.com • taylorlong@gmail.com

## Summary

Over 15 years of work in content, publishing, and communications. Experience in a variety of focus areas, including the arts, sports, and higher education. Driven by personal growth, authentic expression, unique experiences, and building meaningful connections.

## Skills

Audio Editing  
Content Strategy  
Content Writing  
Copy Editing  
Copy Writing  
Crisis Communications  
Database Management  
Email Marketing  
Graphic Design  
Layout/Page Design  
Language: French  
Marketing Strategy  
Photo Editing  
Photography  
Project Management  
Proofreading  
Public Relations  
Social Engagement  
Speech Writing  
Video Editing  
Web Development

## Tools

Audacity  
Campaign Monitor  
Contribute  
Drupal  
Ellucian Advance (CRM)  
Filemaker  
iMovie  
InDesign  
Marketing Cloud  
Microsoft Suite  
OmniUpdate  
PageMaker  
Photoshop  
PremierePro  
ProTools  
Slack  
WordPress  
Zoom

## Education

**Bachelor of Arts, Journalism**  
Hofstra University

## Relevant Experiences

### Freelance Editorial Specialist, 2006 – Present

- Freelance writing, editing, proofreading, and photography. Clients include: *The New York Times*, *New York Magazine*, *The Awl*, *Analog Science Fiction and Fact*, WNYC, Upper Valley Flower Co., Dartmouth College, Junction Magazine.

### Global Marketing Content Manager

#### WE Communications, 2023 – Present

- Manage in-house marketing content for one of the largest communications agencies in the world.
- Write and manage content for corporate and executive social channels.
- Write and edit internal and external communications, including thought leadership, research papers, newsletters, website copy, and awards submissions.

### Communications and Media Manager

#### National Center on Restorative Justice, 2021 – 2022

- Managed all communications initiatives, content, and strategy for a government grant-funded organization to advance restorative justice.
- Established a full communications suite, including creating and maintaining social media accounts and a newsletter, and managing the roll out of a podcast.
- Managed the creation of the NCORJ website, ncorj.org, including creative direction, building the website structure, hiring a design firm, developing content, and writing copy.

### Senior Communications Specialist

#### Dartmouth College, President's Office, 2013 – 2021

- Managed communications for the President of an Ivy League university.
- Drafted and edited correspondence, community messages, and occasional speeches, and created and maintained the in-house style guide.
- Managed the President's Office website, including a full redesign.
- Managed correspondence archive and database operations.

### Assistant Production Editor and Sub-Rights Assistant

#### Chelsea Green Publishing, 2011 – 2012

- Junior Editor at an independent, non-fiction book publisher.
- Assisted Sub-Rights Manager with foreign rights sales and management.
- Reviewed unsolicited proposals and manuscripts.
- Managed awards database, calendar, and submissions.
- Managed database of book specs and schedules, contacts, and shipments.

### Public Relations and Media Manager

#### Mark Batty Publisher, 2010 – 2011

- Managed website and press campaigns for an indie art book publisher.
- Wrote news items, blog posts, and press releases.
- Designed new contact database, did full update of all data.

### Digital Assistant

#### Domino Records, 2009 – 2010

- Managed website and advertising for US branch of an indie record label.
- Wrote news and feature stories, wrote and designed e-mail newsletters.
- Directed online banner advertising campaigns.

### Project Manager

#### Special Ops Media, 2006 – 2008

- Account Manager at an online entertainment marketing firm.
- Oversaw high-profile online publicity campaigns for clients including Bob Dylan, Norah Jones, and Paul McCartney.