

Taylor Day

copywriter

I've been a book blogger, marketing director, advertising student, and now a copywriter at an agency where I work on oat milk and food storage brands. I've written scripts for 6-second social spots to full 60-second brand videos. All of which helped me become the storyteller I am today.

Let's Chat

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Education

The Creative Circus

Copywriting, Class of 2021

Purdue University

BA in *Public Relations & Strategic Communication*

Minor: *Environmental Policy*

Class of 2018



- + *Content creation*
- + *Creative/Conceptual thinking*
- + *Social video production*
- + *Creative strategy*
- + *After Effects*
- + *Canva*
- + *Reading 3 books at once*
- + *InDesign / Photoshop / Illustrator*
- + *Scriptwriting*
- + *Creative direction*
- + *Presentational speaking*

Experience

EP + Co. | Greenville, SC

Jr. Copywriter | September 2021-present

Work with the following clients from concept to creation: Verizon Business, Planet Oat Oatmilk, Sonoco Rigid Containers, The UPS Store, FoodSaver. These duties include: brainstorming, researching, scriptwriting, breaking into the brief, writing, production oversight, presenting to clients, more writing, and constant collaboration.

BooneOakley | Charlotte, NC

Copywriter Intern | Summer 2021

Worked on new business pitches, including one hands-on dog photo shoot. Wrote lines for Destin-Fort Walton Beach and Tire Pros.

Starbucks | Atlanta, GA

Shift Supervisor | July 2020-January 2021

Barista | October 2019-January 2021

Crafted exceptional lattes, promoted to shift supervisor in less than a year, led the morning shift team, and consumed lots of espresso.

Washington Co. YMCA | Salem, IN

Marketing Director | May 2018-September 2019

Hired, trained and motivated staff, fostered member relations, managed monthly reports and trends, and created and approved Y branded marketing and advertising.

CSPAN | Washington, D.C.

Marketing Intern | Summer 2017

Experienced marketing within an established news organization in the heart of D.C. Attended community relations events to promote a live C-SPAN event at the American Revolution Museum in Philadelphia and a new C-SPAN Classroom tool at the annual AP Conference in D.C. Conducted research for cable affiliate relations projects.

Treefrog Marketing | Lafayette, IN

Content Intern | Fall 2015

Created and edited blog and social media content for a variety of clients under strict deadlines. Gathered data from Twitter, Pinterest, and Facebook for social media metric reports for clients. Designed a strategic report for a new client that involved researching effective social media platforms and techniques to utilize.