

Eleanor Taylor

CAREER

Content Executive

THG Nutrition - Mybrands

Feb 2023 -
present

- Managing and writing all content for **Myvegan**, then taking on **Myvitamins** in June 2023
- Working across all marketing and CRM channels, including SEO **editorial content**, to build brand authority and customer awareness
- Building out a new content strategy and **tone of voice** as part of THG Nutrition's ongoing **rebrand** project
- Recruiting and managing expert **freelance writers**

Journalist

Mancunian Matters

Oct 2022 -
June 2023

- Reported on a range of **local news** stories in and around **Greater Manchester**
- Covered social issues, LGBT+ news, community stories, and arts and culture
- **Multimedia reporting** including photography and video, data analysis and infographics
- This work formed the portfolio submitted as part of my NCTJ diploma

SEO Content Writer

accelerate agency

Feb 2022 -
Feb 2023

- Wrote blog content for various domains as part of SEO and marketing campaigns for **B2B SaaS clients**
- Content topics included ecommerce, social media marketing, cybersecurity and CRM
- Clients included **Dialpad**, who saw a +2000% increase in weekly traffic (nominated for Best SEO Campaign, 2022 US Agency Awards)

Music Journalist

Tongue Tied Magazine

April 2021 -
Feb 2022

- Produced a variety of online content for a music magazine for young people
- Worked with the internal editorial team and external **PR** professionals, record labels, and artists

Writer

Patch Pockets (blog)

Aug 2020 -
June 2023

- Started an online music publication highlighting DIY and marginalised artists in the alternative, rock, metal and punk scenes
- **Networked** with artists and PR teams to organise interviews/reviews and features

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Manchester



LinkedIn



Portfolio



EDUCATION

**NCTJ Multimedia
Journalism Diploma**
(Gold standard)
News Associates

- 100 words a minute Teeline Shorthand
- Media law
- Digital journalism
- Public affairs

BA Linguistics (First)
*Manchester Metropolitan
University*

Independent Research
Project on conflict talk,
impoliteness and
entertainment in news media

**International
Baccalaureate Diploma**
Parkside Sixth

12 GCSEs A* - B
Swavesey Village College

SKILLS

- News reporting
- Data journalism
- Content writing
- SEO
- Copywriting
- Editing and proofreading
- Video editing
- Social media content creation

Software:

- Wordpress
- Adobe InDesign
- Canva
- Google Suite