



PROFILE

To view examples of my writing, including ads, video scripts, articles, blogs, and editorial experience visit: taylorjclayton.com

SKILLS

PROFESSIONAL SKILLS

A/B Testing	● ● ● ● ○
Microsoft Office Suite	● ● ● ● ○
Optimizely	● ● ● ● ○
Google Workspace	● ● ● ● ○
Adobe Creative Cloud	● ● ● ● ○
B2B Marketing	● ● ● ● ●
Brand Storytelling	● ● ● ● ●
Claude, Jasper	● ● ● ● ○
AP Style	● ● ● ● ●
ChatGPT	● ● ● ● ●
SEO, AEO, GEO	● ● ● ● ○

PERSONAL SKILLS

- Leadership
- Communication
- Time Management
- Organization



WORK EXPERIENCE

- INTERCONTINENTAL EXCHANGE, INC.** *July 2024 - July 2026*
Marketing Associate and Communications Specialist
 - Developed and executed marketing messaging strategies for ICE's Mortgage Technology solutions, leveraging AI where appropriate.
 - Collaborated with cross-functional teams to enhance brand and product awareness across multiple marketing channels.
 - Constructed and refined content — including social posts, emails, ads, blogs, web, video scripts, and more — to engage audiences while ensuring adherence to brand and compliance guidelines.
- MANHATTAN ASSOCIATES, INC.** *January 2021 - July 2024*
Copywriter
 - Transformed complex SaaS software product details into clear, engaging content for various media assets for Manhattan's marketing team and across integrated marketing campaigns — including case studies, social media content, e-books, SEO articles, blogs, marketing campaigns, product web pages, and ads.
 - Changed teams from the Marketing Creative Team to the Marketing Web Team in January 2023 in preparation for our new website launch. As a result of my SEO work and dedication to the team, I was awarded a Spirit Award for Q1 2023.
- MORRIS VISITOR PUBLICATIONS** *March 2017 - March 2020*
Assistant Editor and Group Editor
 - Promoted from Assistant Editor to Group Editor for the travel publication *WhereTraveler's* Charlotte, Phoenix/Scottsdale, Seattle, and Tucson markets in March 2019.
 - Gathered photos for the cover and features, constructed the majority of the content featured in the magazine and assigned feature articles to freelance writers.
 - Instructed freelance writers, art directors, and our photo editing team as to what is needed for the upcoming issue.
 - Contributed as a writer for a variety of publications for *WhereTraveler*.



AWARDS & ACCOMPLISHMENTS



EDUCATION

- MANHATTAN ASSOCIATES SPIRIT AWARD** *Q1 2023*
Never Settle, Consider It Done
- CALIFORNIA STATE UNIVERSITY NORTHRIDGE** *December 2016*
Bachelor of Arts in Journalism