

TAYLOR CLAYTON

CONTENT SPECIALIST

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PROFILE

To obtain a position as a content specialist while also showcasing my skills provided by my education and past experiences in the field.

SKILLS

PROFESSIONAL SKILLS

Slack	● ● ● ● ○
Microsoft Office	● ● ● ● ○
Optimizely	● ● ● ● ○
Social Media	● ● ● ● ○
Google Spreadsheets	● ● ● ● ○
B2B Marketing	● ● ● ● ●
Monday	● ● ● ● ●
Claude	● ● ● ● ○
AP Style	● ● ● ● ●
SEO	● ● ● ● ●
Jasper	● ● ● ● ○

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.
 - Constructed and refined content — including social posts, emails, ads, articles, and more — to help ensure clarity and engagement.
- **MANHATTAN ASSOCIATES, INC.** January 2021 - July 2024
Copywriter
 - Constructed copy, strategized, and served as a copy editor and writer for various media assets for Manhattan's marketing team, including case studies, social media content, e-books, articles, blogs, marketing campaigns, 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 *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

MANHATTAN ASSOCIATES SPIRIT AWARD Q1 2023
Never Settle, Consider It Done



EDUCATION

CALIFORNIA STATE UNIVERSITY NORTHRIDGE December 2016
Bachelor of Arts in Journalism