

MALIA TAYLOR



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704-293-4833



Charlotte, NC 28227

PROFESSIONAL SUMMARY

Talented professional good multitasking, organizational and verbal and written communication skills. Expertise includes writing content on topics diverse topics and for use in different media. Bringing 20 years of related experience.

SKILLS

- News Writing Skills
- Internal Communications
- Concept Development
- Peer-to-Peer Work
- Digital Content Development
- Google Docs
- Social Media Platforms
- Creative Writing
- Proofreading Skills
- Search Engine Optimization Expertise
- Short Stories
- Copywriting, Editing and Review

EDUCATION

Full Sail University

Winter Park, FL • 09/2014

Master of Arts: Creative Writing

Bluffton University

Bluffton, OH • 05/2003

Bachelor of Arts:

LINKS

- www.linkedin.com/in/malia-taylor
- <https://maliataylor.journoportfolio.com/>

WORK HISTORY

Self Employed - Freelancer Content Writer

CHARLOTTE, NORTH CAROLINA • 05/2022 - Current

- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Completed thorough research into assigned topics.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Performed keyword research to optimize content for SEO.
- Edited and proofread content to confirm proper grammar, quality and consistency with AP style.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- Conducted interviews with subject matter experts to generate topics.
- Created content for websites and online publications.
- Researched and wrote news stories, articles and reviews

ECS Distribution - Account Executive

CHARLOTTE, United States • 04/2018 - 04/2022

- Managed over 50 accounts including pharmacies, health and wellness professionals, grocery, and health food chains Provided support in sales, ordering, and training on product lines carried by ECS, and FDA compliance
- Created and converted leads to accounts, ensured documents and paperwork gathered using CRM
- Routinely visited accounts in multiple states
- Created articles for client newsletter, monitored and created posts for social media
- Built and strengthened relationships with new and existing accounts to drive revenue growth
- Leveraged CRM to collect, organize and manage sales data and customer information