

Summary

Self-motivated, organized and creative content strategist, copywriter and producer that gets things done, and done well. Originally from New York City and currently based in Hong Kong, Taylor has more than eight years of professional experience, with majority of this time in advertising working with global brands, such as Ford Motor Company, Korean Air, Shangri-La Hotels & Resorts, AIA and Pernod Ricard Imperial Blue.

Experience

Ogilvy

Content Strategist - Social / Hong Kong / March 2019 to present

- Responsible for developing content strategies for various clients, projects and pitches.
- Utilize consumer insights, audience segmentation, platform best-practices and competitor audits to create new content strategies that increase business growth.
- Created a successful content strategy for Korean Air's US social that increased Facebook engagement rates to 3.8% and made more than 85 million impressions, all in just nine months.
- Manage all aspects of content production for Korean Air US social, which includes leading in-house productions, production budgets, managing client reviews and feedback, and publishing.
- Write and oversee all social copy for Korean Air US content and Pernod Ricard Imperial Blue SEA content.
- Introduced the first in-house production of snackable videos in Ogilvy Hong Kong for Korean Air US social.
- Scoped and delivered more than 115 pieces of social content in less than 10 months, including the creative briefings, leading productions, managing client feedback, and delivering assets on time and within budget.
- Performed in-depth internal content audit with analysis of content performance (i.e. engagement rate, CPM, impressions) to provide strategic recommendations to clients to achieve business objectives.
- Proactively identify content opportunities (i.e. topics, formats and topical news pieces for reactive content) to continuously drive awareness and affinity for Korean Air on social.
- Support with developing the paid media strategy for Korean Air US social content and campaigns.
- Work with cross-functional teams to develop SOW for various accounts and projects.

PRISM

Social Content Producer / Shanghai, China / July 2018 to January 2019

- Lead production of all regional social content for eight markets in Asia Pacific.
- Supported local market content production through storyboarding, script writing and suggesting content optimization and social media strategy.
- Created and managed production schedules for all regional social projects.
- Managed Ford's YouTube optimization efforts in Asia Pacific to ensure a consistent and cohesive brand presence across all contents in the region.
- Collaborated with Ford Marketing, Communications and Product Development teams to create social conversations and buzz for new product launches and company initiatives.
- Developed creative concepts and wrote original social copy for content to support the launch of new Ranger Raptor and new Everest for the Asia-Pacific region; new Ford Territory reveal in China; and Ranger, Mustang and Everest sustainment campaigns in ASEAN markets.
- Oversaw the localization of content for AP markets, working closely with all local social media managers.
- Worked with the analytics team to identify target audience preferences and quantitative data (regional and local) to support social media strategies and ensure deliverables are connected with measurable activities.
- Monitored the progress of all projects from ideation to execution on tight timelines and managing client expectations throughout the entire process.

- Managed vendor relationships for all productions.
- Facilitated client-agency team communication (respond to queries, get feedback and organize regularly reviews).

GTB

Associate Creative Services Director / Shanghai, China / May 2017 to June 2018

- Managed creative operations for AP Creative team, which included project scope, traffic, resource management, workflow, process, timeline and cost management, and client management.
- Led the development of all innovation projects, fostering a collaborative and productive relationships with cross-functional agency teams, vendors and WPP partners to enhance program elements and deliverables.
- Provided creative and copywriting support for regional Shopper Marketing and CRM deliverables, which included brand guidelines, digital assets and local market EDMs.
- Collaborated Creative Directors to develop creative concepts (The Big Idea) for global briefs, as well as creative concepts to support vehicle launches in other regions.
- Worked closely with CCO and local market ECDs to rework internal processes to ladder into global work streams and process more efficiently.
- Created the creative platform for Ford's new service parts brand, Motorcraft and Omnicraft, in Asia Pacific.

PRISM

Content Writer / Shanghai, China / Feb 2014 to Apr 2017

- Created content for owned and earned media to grow Ford's reach, engagement and traffic.
- Developed the concept and led the production for agency's first and most successful social media campaign, *Ford Ranger Field Tests*, to support the launch of the new Ford Ranger in Asia Pacific in 2016.
- Worked with other partner agencies to ensure storytelling efforts were aligned with larger marketing initiatives.
- Reported on various quality and safety features and initiatives undertaken by Ford globally and in Asia Pacific
- Developed press kits for auto shows and vehicle launches.
- Wrote scripts and editorials for digital sustainment content to support Ford's larger brand initiatives, which included product storytelling, quality testing, driver assist technologies and sustainability.
- Directly worked with regional clients to assess needs, develop concepts, and design layouts for integrated digital campaigns, translating client strategies and insights into creative storytelling and communications.

Ringier

Senior Editor / Shanghai, China / May 2012 to Feb 2014

- Managed the editorial content for City Weekend Parents & Kids magazine, a monthly English-language print and digital publication in Shanghai and Beijing targeted to expat parents and families in China.
- Oversaw a team of writers, designers, photographers and freelancers to create regular on-going editorial content.
- Wrote and reported on various family-related issues and events happening in China.
- Worked closely with the sales team to support advertisers and gain new business opportunities.

Education

New York University / Sept 2008 to Dec 2011

Bachelors Degree in Journalism and Art History

GPA 3.65; Cum Laude; Dean's List 2008-2011

Skills

Languages: English (native), Mandarin (Intermediate HSK 3), Korean (Intermediate)

Platforms: MAC & PC platforms, Microsoft Suite, Keynote, Numbers, Pages, InCopy, Confluence, JIRA