

Taylor Olson

A Growth Marketing Specialist with over 2 years of experience, specializing in SEO copywriting, cross-channel campaign coordination, brand messaging, and supportive leadership. A proven track record creating, managing, and executing email automation that drives purchases through high engagement rates.

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EDUCATION

University of Colorado at Boulder – College of Arts & Sciences

May 2021

Bachelor of Arts in Environmental Studies with an emphasis in Public Policy Writing

Minor in Political Science, Certificate of Leadership

- **Presidential Scholarship Achievement**

EXPERIENCE

Growth Marketing Specialist

Magnetic Creative – Denver, CO

March 2023 – Present

- Conduct A/B testing and analyze data to optimize copy and content for improved click-through and open rates for upwards of 80,000 email recipients per month
- eCommerce focused emails have consistently generated higher than 50% open rates, nearly doubling industry averages, while leading a 20% total revenue attribution via Klaviyo
- Expertise in the creation and deployment of Paid Social campaigns via Meta Ads Manager, driving paid media KPIs such as CPC and Conversions, while optimizing for minimal bid costs.
- In tandem with Account Manager, contributed heavily towards increasing monthly revenue for client SeeDevil Lighting from 20,000 to over 60,000 over the course of 12 months.
- Optimize SEO blog content weekly via Yoast and SEMrush to competitively rank in organic search results, driving authority and building trust of the domain to help in overall rankings

Growth Copywriter

Magnetic Creative – Denver, CO

August 2021 – March 2023

- Create convincing conversion copy across all digital platforms: website, email, socials, ads, brand identity
- Write, design, schedule and maintain email campaigns and automated flows for 4 to 6 clients at a time
- Utilize SEO best practices to improve organic search rankings across blog content and product pages
- Manage multiple projects across 4 to 6 clients at a time simultaneously, prioritize tasks effectively, and meet tight deadlines in a fast-paced agency environment
- Collaborate closely with designers, project managers, and other team members to ensure client is provided with cohesive messaging and brand consistency across all channels

Marketing Assistant and Website Management

Well-social – Boulder, CO

January 2021 – July 2021

- Liaison with the marketing director and marketing coordinator responsible for onboarding new brands, coordinate news and announcements
- Updated and maintained well-social website by developing strategies for site growth and development
- Advised marketing team on diversity and inclusion initiatives and cultivated BIPOC/LGBTQ+ representation
- Generated marketing assets as needed on Canva such as QR codes for Pop-Ups, production descriptions, and sales initiatives
- Composed and edited monthly blog posts surrounding women in business, diversity initiatives, and current events

SKILLS

Microsoft Suite

Google Drive

Adobe Suite

HubSpot

Meta Business Suite

Klaviyo

Facebook Ads Manager

Google Analytics

Shopify

DataBox

Yoast SEO

SEMRush

Moz Keyword Explorer

LANGUAGE

Awarded State of California

Biliteracy Seal (2018), Working

Proficiency in Spanish

COMMUNITY OUTREACH

Co-Founder, Spaces for

Solidarity – Denver, CO

Fall 2020 – Spring 2021

Researched community needs in Denver metro youth communities for a space to explore identities. Created curriculum revolving around understanding race, gender, and sexual orientation serving 2 high schools and over 15 students directly.

Co-Chair of Fundraising and

Advisory Board, INVST

Community Studies – Boulder,

CO, August 2019 – May 2021

Managed the revenue and expenses of a \$115,000 budget. Supported fundraising efforts to earn \$35,000 from private donors & community partners. Created an agenda for and facilitated monthly board meetings.