

TAYLOR PIPES

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I'm a journalist and writer with experience creating content supporting consumer products. I write and film stories about people that interact with technology that solves human problems.

CONTENT MARKETING, EDITOR

Branch Messenger -- Minneapolis, MN (9/17 - 3/19)

Through editorial initiatives and compelling storytelling, I highlighted the challenges and constraints of the hourly workforce, an audience of more than 80 million Americans. Content efforts supported Branch brand and product offerings to hourly workers and retailers including instant pay and financial wellness, customer service and engagement, communication, and shift flexibility. I created, branded and launched a weekly newsletter, Shiftonomics, which goes out to over 14,000 subscribers including high-level managers and decision makers representing America's largest retail corporations. Additionally, customer stories, user interviews and discussions with industry thought leaders were leveraged as content marketing assets, blog stories, email communication, and webinars.

FREELANCE WRITER, STRATEGIST

Assist clients in content needs ranging from ideation and strategy to writing and publishing content, marketing deliverables, articles, long-form stories, and social media posts.

Launch Greensboro – Greensboro, NC (4/16 – Current)

Evernote – Redwood City, CA (7/16 – 2/18)

Message.io – Austin, TX (3/17 – 7/18)

Ampogee – Greensboro, NC (1/17 – 5/17)

CONTENT MARKETING SPECIALIST

Evernote – Redwood City, CA (8/13 – 6/16)

I wrote stories about Evernote, its influential users, thought leaders, and internal employees. Leveraged a global editorial calendar and style guide to create, distribute, and maintain engaging content designed to explain our technology, products, and evolving world of work. Edited, distributed content via our blog and newsletter program and amplified on social media and emerging platforms like Medium. In 2014, installed engagement metrics and grew blog to 2.6M unique readers; LinkedIn named Evernote 'Best Brand Page of 2014.'

PUBLIC ADDRESS ANNOUNCER

Greensboro Grasshoppers Baseball -- Greensboro, NC (4/16 - 9/17)

From pregame to postgame, I present live game-related updates, player introductions, and in-game sponsorships that are driven by the team's local and regional business relationships. Each year, the team cycles through \$1M in local advertising throughout the season to a stadium that averages the highest-annual attendance in minor league baseball's South Atlantic League.

EDITORIAL & COMMUNITY MANAGER

Exiles, Green Bay Packers Community – San Francisco, CA (3/13 – 4/14)

Created, edited, and published sports content and grew this Facebook community of 42,000 out of market Packer fans, with weekly engagement averaging 150,000 users. Managed writers and published 20-30 articles per week including feature stories, in-game reports, and player profiles.

CONTENT & COMMUNITY MANAGER

Scribd – San Francisco, CA (6/12 – 8/13)

Maintained sole ownership of content placement on Scribd homepage, a top-100 site, pulling from 60 million documents. Helped manage Scribd's editorial transition from the "YouTube of documents" to the "Netflix of books" and the initial rollout of a publisher platform and book subscription service now contains one million books and hundreds of editorial categories.

CONTENT EDITOR

Zinio – San Francisco, CA (12/09 – 6/12)

As a member of the User Experience and Creative Team, I curated and published content for suite of international news apps for iPad, iPhone, Android, and HTML5. Planned, created, and published content to blog, microsites, and social media properties. Top grossing app for iPad among all categories in 2011; #2 for News in 2012 (surpassed only by New York Times)

SKILLS Journalism / Storytelling / Editing / Social Media / Content strategy / Publishing / Documentary film / Content marketing / Public speaking / Triathlete / Karaoke king

EDUCATION UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA (2006 – 2008) – MJ, Journalism, Documentary Film

UNIVERSITY OF WISCONSIN, MILWAUKEE

Milwaukee, WI (1999 – 2002) – BA, Journalism