

I love to collaborate with brilliant marketers to create and launch assets and campaigns that are several magnitudes better than anything we could have done alone.

TAYLOR BORNSTEIN

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[online portfolio](#)

**Key Skills:** Building thriving teams of writers and storytellers, fixing broken functions, establishing impactful programs, writing good stories well

## EXPERIENCE

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06/2019 – Present

**Mendix**

Remote

### **Global Head of Content and Public Relations**

- *Manage the Mendix Global Communications Team*
  - Maintain a data-driven Public Relations program focused on value over volume, consisting of 5 agencies (US, UK, Benelux, DACH, Japan)
  - Target key, high-tier media for publication of press actions and bylined thought leadership articles that focus on our core message of low-code for high complexity
  - Leverage our executive team as external-facing experts to the media
  - Align Global Comms goals and KPIs with those of Siemens PR and Mendix Marketing
  - Manage \$1M USD yearly budget
- *Manage the Content Services Team*
  - Support and mentor a 5-person team of writers and content strategists
  - Collaborate with the Lead Gen and Product Marketing teams to define themes and build quarterly content strategies for global campaign agile teams
  - Ensure our brand voice is strongly represented across all channels: web, marketing collateral, video, social
  - Plan the topics and authors for the executive thought leadership program
  - Allocate full-time and contract writers to meet content needs across the organization
- *Program Building and Notable Work*
  - Created a new social media program
    - New program extended coverage from two platforms to four and included content creation for the CEO's LinkedIn profile, expanded posting access to our social channels, eliminated the need to outsource social management to an agency, saved \$132K/year
  - Co-founded the Web Steering Committee
    - Recovered organic web traffic from a loss of 22% YOY traffic

- Built out four content trunks on Mendix.com focused on targeted SEO-rich keywords, supplemented new trunk launch with at least two new supporting SEO blogs each
- Started an updation system that keeps content relevant to our audience and increases organic growth on the blog
- Ghostwrite thought leadership blogs and social copy for Mendix CEO
- Drafted the Mendix tone of voice guide and editorial handbook

09/2016 – 08/2020

**Iron Mountain**

Boston, MA

**Marketing Copywriter**

- Created bespoke inbound and outbound marketing content; deliverables included: long- and short-form, digital and print marketing collateral
- Strategized and implemented full-funnel content plans tailored to defined customer personas; tracked performance metrics of both campaign content and topics and themes across the website; managed InfoGoTo.com and the podcast, *Modern Governance*

05/2015 – 08/2016

**Benefitness Health Club**

Brookline, MA

**Marketing Manager**

- Developed and implemented marketing campaigns promoting membership and gym services

09/2014 – 08/2016

**Self-Employed**

Remote

**Freelance Writer & Editor**

- Projects included: blog articles, SEO-focused web content, new website design, product reviews, email marketing, banner ads, print media, non-fiction ghostwriting

07/2009 – 07/2014

**Internet Brands**

Remote

**Content Editor & Manager, Retail Marketing**

- Wrote copy for up to five retail websites daily, managed a team of 5-8 writers, sourced and trained new hires, maintained copy quality across multiple web properties

**EDUCATION**

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9/04 – 6/05

University of Warwick

**MA in Writing**

Coventry, England

9/99 – 5/03

University of Vermont

**BA in English & Spanish, Cum Laude**

Burlington, VT