

# Taylor Bornstein

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## Director of Content and Public Relations

Good storytelling in marketing is like creating an interconnected choose-your-own-adventure novel across channels and collateral. The customer journey should be an easy lark down a well-lit path, not a trek into Mordor. I'm here to help plot the course.

### WORK EXPERIENCE

#### **Mendix | 09/2019 – Present**

##### **Director of Content Marketing and Public Relations**

**Remote**

- Foster a collaborative approach to content and global communications, with a foundation in storytelling and a focus on performance.
- Use data to define a PR program and content strategy that aligns drives pipeline and impacts revenue goals.
- Manage 5 external vendors (US, UK, Benelux, DACH, Singapore) and maintain a data-informed public relations program focused on value over volume.
- Increased earned media coverage to 60% in tier-1 publications within 12 months by implementing a data-driven PR strategy across multiple geographies.
- Planned and executed an integrated global survey campaign in 5 months. Increased coverage from previous surveys by 75% within 3 weeks. Yielded \$10M in influenced sales pipeline.

#### **Senior Manager, Content Marketing | 11/2022 – 7/2023 | Full-time**

**Remote**

- Redefined our social media strategy to drive engagement. Expanded coverage from 2 social platforms to 4 within 3 months. Saved \$132K annually in agency costs.
- Partnered with the executive team on a thought leadership program, resulting in an increase in engagement metrics by 80% within 6 months.
- Fostered a culture of storytelling excellence by mentoring a team of writers to produce creative content and customer stories targeted towards an engaged audience.

#### **Manager, Content Marketing | 9/2020 – 11/2022**

**Remote**

- Translated messaging frameworks from product marketing into compelling narratives to drive awareness, prioritizing content reuse over new assets.
- Hired and mentored a high-performing, proactive content team. Grew the team from 1 to 9 direct reports in 9 months—managed full-time employees and freelance writers.
- Built out 4 new SEO-optimized pain-point focused content BOM for the web. Recovered web traffic loss from a 22% YoY deficit.

#### **Copywriter | 9/2019 – 9/2020**

**Remote**

- Established the Mendix brand voice and tone, editorial guides, and content best practices. Driving consistency across multiple formats and channels.
- Created a cross-functional content program in collaboration with stakeholders to drive business through demand gen.

#### **Iron Mountain | 09/2016 – 08/2020**

##### **Marketing Copywriter**

**Boston, MA**

- Created bespoke inbound and outbound marketing content. Deliverables included: short- and long-form content, including blogs, eBooks, research reports, social, web, and events.

- Strategized and implemented full-funnel, multi-channel content plans tailored to defined customer personas; tracked measurable impacts on lead generation.

## EDUCATION

### **MA in Writing**

University of Warwick

Coventry, England

### **BA in English & Spanish**

University of Vermont | GPA: Cum Laude

Burlington, VT