

Taylor K. Long

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Summary

10+ years of experience in content, publishing, and communications. Collaboration with a diverse array of clients, including the arts, sports, and higher education. Driven by learning, authenticity, unique experiences, and connecting with people.

Skills

Audio Editing
Content Marketing
Content Strategy
Content Writing
Copy Editing
Database Management
Email Marketing
Event Planning
Graphic Design
Layout/Page Design
Photo Editing
Photography
Project Management
Proofreading
Public Relations
Social Media Marketing
Video Editing
Web Development

Software

Audacity
Contribute
Drupal
Filemaker
iMovie
InDesign
OmniUpdate
PageMaker
Photoshop
PremierePro
ProTools
Quark
WordPress
Zoom

Education

Bachelor of Arts, Journalism
Hofstra University

Relevant Experiences

Senior Communications Specialist

Dartmouth College, President's Office, 2013 – Pres.

- Manage communications projects for the President of an Ivy League university.
- Draft correspondence and community messages on behalf of the President.
- Edit drafts from other writers in the organization to ensure consistency in tone.
- Draft 5-10 speeches annually for alumni events during peak seasons.
- Manage the President's Office website, including a complete redesign.
- Manage correspondence archive and database operations.

Freelance Content Specialist, 2006 – Pres.

- Freelance writing, copy editing, proofreading, and photography. Clients include: *The New York Times*, *New York Magazine*, *New York Press*, *The Awl*, *Blackbook*, *Analog Science Fiction and Fact*, WNYC, Upper Valley Flower Company, Dartmouth College.

Public Relations Committee Head

Twin State Derby, 2014 – 2017

- Led the committee responsible for communications strategy and implementation for local independent, non-profit roller derby league.
- Developed creative multimedia campaigns and content for league events.
- Managed social media presence for the league.
- Managed production of all printed media (posters, postcards, programs).
- Promoted the league through collaboration with local media.
- Went on to hold a leadership role in the league for two years as travel team captain.

Assistant Production Editor and Sub-Rights Assistant

Chelsea Green Publishing, 2011 – 2012

- Junior Editor at an independent, non-fiction book publisher.
- Managed art programs for illustrated books.
- Assisted Sub-Rights Manager with foreign rights sales and management.
- Reviewed unsolicited proposals and manuscripts.
- Managed awards database, calendar, and submissions.
- Managed database of book specs and schedules, contacts, and shipments.

Public Relations and Media Manager

Mark Batty Publisher, 2010 – 2011

- Managed website and press campaigns for an indie art book publisher.
- Wrote news items, blog posts, and press releases.
- Designed new contact database, updated all data.
- Arranged author events, such as book release parties and book signings.

Digital Assistant

Domino Records, 2009 – 2010

- Managed website and advertising for US branch of an indie record label.
- Wrote news items and features, designed and wrote e-mail newsletters.
- Managed social media presence for the label.
- Directed online banner advertising campaigns.

Project Manager

Special Ops Media, 2006 – 2008

- Account Manager at an online entertainment marketing firm.
- Oversaw high profile publicity campaigns for clients such as Bob Dylan, Norah Jones, and Paul McCartney.