

# TAYLOR JADE POWELL

MULTIMEDIA STORYTELLER  
SOCIAL MEDIA STRATEGIST  
CAUSE-DRIVEN LEADER



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## RELATED WORK EXPERIENCE

### Content Strategist & Writer for idfive

2/2019 to present

- Write long-form, web, social, video, search, and digital and print copy
- Create targeted campaigns that tell a brand's story
- Analyze social media and SEO data and make strategic recommendations
- Implement social media strategies to boost clients' engagement
- Develop original creative direction for a blog for first-generation students
- Manage editorial content for a blog for first-generation students
- Migrate content with various content management systems
- Founded and lead the company's Diversity and Inclusion Committee

### Social Media Strategist & Communications Consultant for Patterson Park Neighborhood Association

03/19 to 09/19

- Recreated PPNA's website for more transparent communications
- Launched an Instagram to engage with the growing young population
- Boosted Facebook page follows, likes and post reach with new content
- Designed branded materials for meetings, social media and email
- Refreshed brand colors and assets to liven and diversify the PPNA image

### Digital Producer for Cincinnati.com (Part of USA TODAY)

03/2018 to 02/2019

- Curated the front page of Cincinnati.com across digital devices
- Copy edited and optimized stories and headlines to improve SEO
- Sent push alerts to increase article interest
- Produced video, photo and interactive assets for online stories
- Created social media posts to bolster online engagement and voice
- Reported on local breaking, entertainment, sports and trending news
- Facilitated daily morning story meetings
- Encouraged digital-first thinking throughout the newsroom

### Communications Coordinator for Johns Hopkins University

8/2016 to 03/2018

- Managed the Hub's events calendar with Drupal 8
- Produced stories about campus events and other university news
- Created a contributing series about students' summer internships
- Shot original video and photos to improve the Hub's visual storytelling
- Repackaged and created new content for Twitter and Instagram
- Curated a weekly MailChimp newsletter
- Built relationships with the community to increase the Hub's profile

## EDUCATION

Butler University —  
Indianapolis, Indiana

B.A. in Journalism  
B.A. in Recording Industry Studies

## CERTIFICATIONS

### Social Marketing

Hootsuite  
Issued 12/19

### Social Media

Hubspot Academy  
Issued 12/19

### Google NewsLab

Google  
Issued 08/17

## PROFESSIONAL STRENGTHS

- Creative
- Entrepreneurial
- Fast learner
- Adaptable
- Ideator
- Achiever
- Strategic
- Collaborative
- Deadline-driven

## INVOLVEMENT

- CreativeMornings Baltimore volunteer
- The MIX Church Outreach Team
- The MIX Church event photographer
- National Association of Black Journalists
- NABJ LGBT Task Force
- Sigma Gamma Rho Sorority, Incorporated
- Alpha Phi Omega Service Fraternity
- The Tempest ambassador
- Three service trips to Jamaica

## RELATED WORK EXPERIENCE CONT.

### Summer Editorial Fellow for The Tempest

6/2017 to 8/2017

- Developed SEO-optimized content that pushed the limits of journalism
- Developed an extensive database of excited, engaged content-producers
- Fact- and quality-checked content published on The Tempest
- Offered feedback/guidance to editors and drove the editing process
- Provided original coverage including special news events

### Digital Managing Editor for The Butler Collegian

1/2016 to 5/2016

- Recruited and lead a multimedia reporting team
- Assigned and produced print, video and audio news stories
- Taught multimedia tactics to student newspaper staff
- Previous titles: opinion section editor, assistant opinion section editor

### A&R Assistant for Indyblue Entertainment

1/2016 to 5/2016

- Curated social media content for the label and its artists
- Designed and managed artists' websites
- Led sale of merchandise and negotiated product consignments

### Communications Intern for The Indiana Supreme Court

2/2015 to 12/2015

- Designed the court's quarterly magazine and wrote editorial content
- Managed the press directory to distribute public information efficiently
- Created engaging agency reports for lawmakers and court entities
- Planned and proctored community outreach events
- Aided representatives of the media during oral arguments

### Social Media Intern for NUVO Newsweekly

9/2014 to 12/2014

- Repackaged and created news content for Tumblr to reach millennials
- Increased post engagement and Tumblr page likes

## TECHNICAL SKILLS

### AUDIO

Adobe Audition, Amadeus Pro, Audacity, Digital Performer, Garage Band, Logic

### EDITORIAL

AP Style, news writing, copywriting, copy editing

### ENGAGEMENT

Buzzsumo, CrowdTangle, Google Analytics, Chartbeat, SEO, SEM, Moz, Screaming Frog, content strategy, newsletter strategy

### OFFICE

Microsoft Excel, OneNote, PowerPoint, Publisher, SharePoint, Word

### PHOTO & DESIGN

Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, photography, graphic design

### PROJECT MANAGEMENT

AirTable, G Suite, Trello, Slack, event planning

### SOCIAL

Hootsuite, Social News Desk, Later, live-streaming, social media marketing and strategy, social advertising and paid promotion

### VIDEO

Adobe Premiere, Final Cut Pro, iMovie, videography

### WEB

Wordpress, Drupal, OU Campus, Presto, MailChimp, basic HTML and CSS