

Lily Taylor

Ambitious...Productive...Focused...

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(646) 248-7989

Professional Business Copywriter

~Marketing * Branding * Advertising * Planning~

Independent, self-motivated, and conscientious professional with 10 years of excellent writing skills with extensive experience developing marketing materials, customer communications, and job search documents. Strong ability to think outside of the box.

Able to draw on diverse research areas to understand client needs and develop effective, targeted documents. Recognized for discovering new and innovative ways of communicating sophisticated corporate images through top-notch presentation and development of traditions. Proven skill in developing high-impact marketing messages on meager budget.

- ✦ Organize & Create Marketing Tools
- ✦ Branding & Tagline Development
- ✦ Public Relations Strategy
- ✦ Design Advertising Campaigns
- ✦ Business Plan Professional
- ✦ Research and Consultation

Partial Client List

Christensen Yachts	Devo, Inc.	Elfya Van Muylem	Bumatay Studios
All Over Miami	Race Fans Friend	Desirable Properties	Epic Arts Studios
Fahrenheit	Liberty Benefits, Inc.	Geeks A Knockin	Atmosphera
BackJoy	Robert Yamarone	Dan Can	Novak Land Mgmt.

Professional Experience

- ✦ Collaborated extensively with clients in numerous industries aiding them in developing key- focus areas and strategic marketing plans for their company.
- ✦ Developed and created marketing tools such as brochures, website content, sales, introduction and business form letters, press releases, corporate and business overviews, direct mail pieces, flyer, proposals and more.
- ✦ Researched, created and delivered comprehensive Business & Marketing Plans for both corporate and start-up companies to obtain funding.
- ✦ Formulated and fashioned creative descriptions for product, and various catalog items from denim wear, to patio furniture.
- ✦ Designed and penned the copy for book jackets for established authors.
- ✦ Organized and improved the overall layout and idea structure for a documentary presentation for A&E and PBS.
- ✦ Created several company images and brought to the forefront, themes, traditions and promotional phases and ideas.
- ✦ Orchestrated the development of media and press kits for music, vocal and visual artists.