

# Andrew Taylor

## Copywriter & Editor

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## Employment

### Writer / Copy Editor, Various Publications

May 2014 - Present

*Montréal, Québec*

Whether providing content for non-profits, or writing feature articles for newspapers, my freelance career has allowed me to work on a variety of projects. Some of my regular clients have included:

**YES Montréal:** It was my role to write all of this non-profit organization's public facing print content including awareness-raising newspaper articles, eye-catching press releases, and promotional brochures.

**Equifax Canada:** I wrote and edited the company's extensive catalogue of product descriptions. I successfully ensured that their products were represented factually, concisely and in plain English.

I have also written articles for well-respected newspapers and magazines including the **Toronto Star**, **TNT London**, **The Australian**, and more. I also copy edit material for regular clients including **Bunnyfoot UK** and **LifeQuest IVF**.

### Copy Editor, Rogers

April 2013 – May 2014 (Contract Position)

*Toronto, Ontario*

For this position, it was my role to edit copy for the website of Rogers – a major Canadian communications company.

I was responsible to maintain the **high editorial standards** of [www.rogers.com](http://www.rogers.com) and ensure that digital content adhered to **internal guidelines**, and that it was published online **within tight deadlines**.

I also managed the organization's written style guide, and successfully coordinated with the French translation and legal teams to ensure copy was approved and signed off.

### At Rogers Communications, it was my role to:

- edit copy for all sections of [rogers.com](http://rogers.com), including the Wireless, On Demand TV, Internet and Home Phone destinations.
- work with subject matter experts to make sure that all new **content aligned with organizational objectives**.
- ensure copy was **factually correct, consistent and error-free**.
- coordinate the **legal sign-off and French translation process** for all web content.
- **optimize web pages for search engines** by providing unique title tags, meta tags and image descriptions.

### Digital Communications Officer, HFEA

May 2008 – Sept 2012

*London, United Kingdom*

The Human Fertilization and Embryology Authority (HFEA) is a government department on the cutting edge of both science and medicine. As a key member of the communications team, I successfully:

- oversaw the content of the HFEA's main communication tools - their website, intranet, e-newsletters, fact sheets, social media, and advertising brochures.
- made sure that complex medical information and sensitive, emotive subjects were communicated with clarity and compassion.
- published web content via the HFEA's **Content Management System**, and formatted print publications using **InDesign**.
- set up and maintained the organization's **social media** presence.

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## Employment Cont.

### Web Writer, Wellington City Council

March 2006 – April 2008

*Wellington, New Zealand*

While working for [www.wellington.govt.nz](http://www.wellington.govt.nz) I wrote and edited informative web content with an aim to promote the city of Wellington, New Zealand, and also to provide residents with up to date, easy to understand information about their city.

I also worked with the 40+ business units within the organization to ensure that their web presence was as effective as possible.

As the web team's go to person, it was my role to act as a gate-keeper to ensure all copy was of the highest standard before going live.

## Education

### Post-Graduate in Journalism

Massey University, New Zealand

2006-2007

### Bachelor of Arts, Major in History

Victoria University, New Zealand

2000-2002

### 'A' Bursary, Onslow College

New Zealand

1995-1999

## Professional Experience

- Copywriting
- Proofreading
- Researching
- Copy mark up
- Website accessibility
- Interpersonal skills
- CP and AP style guide knowledge
- Headline/tag line writing
- Interpreting client's needs
- Copy editing
- SEO and keyword research
- CMS use
- InDesign use
- Fact checking
- Short and long form copy
- Plain English writing
- Marketing copy

## Strengths & Abilities

- Passion for writing and editing engaging copy.
- Ability to collaborate with team members and incorporate feedback into my work.
- Web knowledge, including SEO, HTML, and web publication via Content Management Systems.
- Knowledge of **French** and **Italian** languages.