

TAYLER DAVIDSON

taylerdavidson.com · linkedin.com/in/taylerdavidson

Experience

Marketing Copywriter

HSN – St. Petersburg, FL (remote)

1/2023 – present

- Craft original, on-brand copy for web, print, email, social media and external marketing assets
- Collaborate with art directors and graphic designers to create engaging and persuasive content
- Partner cross-functionally with creative operations, ecommerce, email marketing and social media teams to develop brand initiatives and execute marketing goals
- Incorporate consumer insights and UX data to improve copy effectiveness
- Reprioritize and adapt to changing deadlines, accommodating feedback as necessary
- Stay up-to-date on market trends and share inspiration with team members

Product Information Copywriter

HSN – St. Petersburg, FL

9/2019 – 1/2023

- Wrote engaging, persuasive and benefit-driven copy for products on the HSN website, utilizing the established brand voice, style and standards
- Formatted and accurately input information into proprietary content management systems
- Collaborated with merchants, category producers, customer service and quality assurance specialists to ensure accuracy of product information for a positive customer experience
- Revised copy as requested by editors and merchants to improve product positioning
- Prioritized daily tasks to meet deadlines, and adjusted my workflow accordingly to accommodate special requests and support promotions

Copywriter & Content Specialist

Haynes Furniture & The Dump – Virginia Beach, VA

7/2017 – 9/2019

- Cultivated unique brand voices used in copy for online product descriptions, landing pages, blogs, social media posts, store signage and other marketing deliverables
- Researched and fact-checked deals and product features to provide thorough and accurate information to consumers
- Worked cross-functionally with the buying teams to develop marketing campaigns and initiatives
- Collaborated with a web programmer, website administrator, SEO & analytics specialist, graphic designer and social media specialist to execute projects
- Assisted with transforming the websites, launching ecommerce efforts and ramping up online advertising for both brands, significantly increasing traffic and sales

Education

Bachelor of Arts in English: Creative Writing

University of South Florida — Tampa, FL

Knowledge & Proficiencies

- Microsoft Office Suite & G Suite programs
- SEO fundamentals & best practices
- ChatGPT & Gemini AI chatbots