

Scott Taylor – Creative Copywriter

Greater Chicago Area

Scott@ScottTaylorWrites.com

www.ScottTaylorWrites.com

630.743.1192

Consistent, concise, compelling copy. Words that inspire action. Effect *and* affect. Creativity conceived with empathy—from a desire to connect with human motivation.

B.A. English Lit/Rhetoric – University of Illinois, Champaign-Urbana

A chronically curious and consummately witty creative writer, I possess a unique blend of writing expertise and practical employment experience, ensuring authentic and functional communication across a range of media and industries. While I didn't follow a traditional career trajectory and don't have years of agency experience—in-house or otherwise—I do possess a bit more life experience than your average junior writer, a passion for the written word, and a relevant degree from a top state university.

- Gained practical experience through various roles in retail, sales, hospitality, and small business environments.
- Authored and published press releases for an IT consulting firm announcing the promotion of its President on a national scale.
- Developed offer-inducing, MLS-compliant real estate listings for a leading Chicago area broker, demonstrating dedication to the creative process from conception to execution.
- Maintained a meticulous attention to detail while advocating for a focus on the broader strategic vision.

Freelance Copy/Content Writer – 2022-Current

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- Craft compelling, attention-grabbing, action-inciting copy and content across a variety of media and industries.
- Develop engaging content strategies tailored to specific industry needs and target audiences.
- Ensure brand voice consistency and adherence to client messaging guidelines.
- Conduct thorough research to inform content accuracy and relevance.

(CRRTRR) Chief Receiver of Recent Receivables That Require Receiving – 2021-Current

D&R Classic Automotive - Warrenville, Illinois

- Put hands on all inventory that enters the warehouse, from small hardware to complete body panels.
- Implement rigorous quality control measures and reconcile accounting figures with physical inventory counts.
- Collaborate with COO on stock valuation and product ordering.
- Mistake “Bill of Lading” for a “Bill of Landing.” The product is *landing* at the dock, is it not?!

Ghosts of Employment Past:

Giordano's Pizza – Delivery driver despot
Bed Bath & Beyond – Executive nap expert
Officemax – Once sold a service contract for a paper shredder
Ebay – Registered reseller @ Designer Denim Outlet
Best Buy – Mobile communications connoisseur
Islamorada – Professional spiller of beverages and serving trays