

Taylor Bush

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Website/Portfolio

taylortbush.net

Summary

Strategically-honed and craft-obsessed copywriter who's always thinking about how a story unfolds across campaigns, content, punctuation, platforms and language models. I've worked extensively across B2B and B2C spaces, so I'm at home writing for a new local microbrewery as much as I am a legacy manufacturing company. I create, hone and shepherd brand voices. I collaborate with AI to create human-in-the-loop copy. I sweat the little details. I have an unkillable desire to create work that makes an impact.

Skills

- Copywriting
- Brand Voice Creation
- Editing & Fact-checking
- Microsoft Office Suite
- Email Marketing
- AI-assisted Copywriting
- Content for Regulated Industries
- Technical Writing
- Digital Ads
- Marketing Campaign Strategy
- Cross-functional Content Projects
- Claude
- Content Strategy
- User Interface (UI) Writing
- Agency Experience
- SEO

Relevant Experience

January 2025 – June 2026

CONTRACT COPYWRITER | MOJO ACTIVE

Full-service ecommerce and marketing agency with clients such as AllBulkFoods and King Arthur Baking

- Collaborated closely with creative and account teams to deliver production-ready copy under tight deadlines
- Wrote conversion-focused automated email campaigns, including for Beulah's Candyland, generating \$1,000 in additional sales within one month

June 2024 – February 2025

CONTRACT COPYWRITER | AWARE

A biometrics company specializing in SaaS products, solutions and services

- Created "wise tech uncle" brand voice for launch of new website, which involved defining core values, researching competitor brand voices and styles, and writing a new style guide from scratch
- Trained ChatGPT Artificial Intelligence on new brand and content guidelines

April 2021 – August 2023

SENIOR COPYWRITER | NAGASE

200-year-old industrial company with 100+ group companies in industries such as 3D printing, food ingredients, healthcare, semiconductors, manufacturing and more

- Maintained and updated style guides and documentation standards to ensure consistent language, formatting, and structure across all digital and print materials
- Improved email performance by refining messaging, audience segmentation, and subject lines, increasing e-blast click-through rates by 50% in six months
- Led content strategy for global web launch, managing copy reviews, deadlines, and approvals for a team of 12 writers in Workfront to ensure accurate content across the site
- Partnered with compliance and product teams to translate complex 3D printing and chemical product information into clear, claims-aligned copy that supported informed purchasing decisions
- Authored a full-length technical whitepaper on a high-temperature soluble core solution, interviewing subject matter experts and conducting extensive research; content supported a multimillion-dollar business deal

February 2020 – April 2021

COPYWRITER | AIRGAS

November 2017 – Feb 2020

COPYWRITER | PANZANO + PARTNERS

Ad agency specializing in shopping malls

Education

DREXEL UNIVERSITY | PHILADELPHIA, PA

Major: Creative Writing