

Taralyn Wallace

Relevant Experience

Senior Content Writer | ITS Logistics | December 2024 - Present

In-house role overseeing all external marketing and PR content for a top 20 North American logistics provider.

- Ideating and crafting content for omnichannel campaigns, including programmatic ads, case studies, emails, landing pages, and press releases
- Collaborating with web and graphic designers on all visual collateral, including creating briefs and providing direct feedback
- Crafting positioning for new service offerings and tech products while identifying opportunities to integrate into marketing and PR
- Supporting Product and Sales teams with value propositions, one-pagers, and customer onboarding documents
- Ghostwriting executive content for social media, industry publications, presentations, crisis communications, and earned media placements

Content Manager & Senior Copywriter | Thinkfuel | June 2024 - December 2024

Senior creative role at a PR & digital marketing agency for startups and growth-stage organizations.

- Executed strategy and copywriting for websites, video scripts, social media content, newsletters, emails, and ad campaigns
- Oversaw team of freelance writers and reviewed all content for alignment with brand standards, voice, and SEO optimization
- Lead market & competitor research, messaging strategy, and brand identity development for startups and high-profile founders
- Mapped customer journeys and pitched new creative ideas for lead generation and nurture campaigns

Copywriter & Brand Strategist | Freelance | March 2024 - Present

Supporting B2C brands, thought leaders, and agency teams as a copywriter and brand strategist.

- Creating social media, website, and blog content
- Leading brand voice development exercises and translating founder visions into actionable go-to-market strategy

Copywriter & Digital Creative Strategist | Terra | March 2021 - Nov. 2023

Client-facing role at award-winning creative marketing agency leading content creation and social media strategy.

Key accounts: Revolutionary Clinics Cannabis, Healthline Media.

- Developed and implemented the agency's first formal social media marketing offering, expanding scope of multiple client accounts
- Collaborated with designers on the development of programmatic ads, social content, web content, infographics, video content, and print collateral
- Produced copy for email campaigns, press releases, executive content, paid media, long-form content, sales collateral, newsletters, and SEO articles
- Led social arm of product launches for celebrity CPG brand, producing original content and coordinating UGC through influencer programs

Marketing Associate | Beyond Marketing Concepts | July 2020 - March 2021

Marketing and project management role at a boutique consulting agency supporting niche B2B industries.

- Oversaw routine maintenance of company website and social media
- Supported copywriting tasks for websites, marketing collateral, email campaigns, and blogs

Marketing Assistant | Work Bridge Group | Oct. 2018 - Dec. 2020

In-house marketing and sales role at a startup, splitting time between marketing, client management, and business development.

- Performed industry research for the development of educational materials and digital marketing campaigns
- Collaborated with web developers on the creation of a proprietary, HIPAA-compliant CRM, serving as SME and UX copywriter

University of Nevada: Reno — B.S. in Marketing. *Special Focus: Consumer Psychology*

Top Skills

Brand storytelling | Campaign Development | Content Creation | Creative Problem Solving | Social Media Marketing | Thought Leadership

Tech Stack

Asana | Brandwatch | Canva | ChatGPT | Cision | ClickUp | Figma | Google Suite | Hubspot | Mailchimp | Meta Biz Suite | Miro | Notion
Microsoft Office Suite | Sanity | Semrush | Sprout | Trello | WordPress