



# Taylor Berry

## Get in touch!

### Mobile:

754-777-1238

### Email:

taylorberry3278@gmail.com

Instagram: @\_taylorberry20\_

## Specializations

- Social Media
- Editing
- Photography
- AP Style
- Fact-checking
- Proofreading
- Content Writing
- On-Page SEO
- Cision, Businesswire, Meltwater, HARO
- Adobe Illustrator, InDesign, and Photoshop
- Microsoft Office
- Later
- Trello
- Sprout Social
- Hootsuite
- WordPress
- Google Suite
- Google Analytics
- SEMRush
- Analytical thinking
- Copywriting

## Academic History

**Florida A&M University |**  
**Magna cum laude (August 2018-**  
**April 2022)**

**Bachelors | Journalism**

**Full Sail University | (2025-current)**  
**Master's | Public Relations**

## Work Experience

### Publicist

**Starlight PR | Sept 2024 - Present**

- Crafted compelling, detail-rich press releases to secure media coverage and elevate client visibility across various platforms.

### SEO Content Writer

**Simply the Best Digital | Sept 2024 - Present**

- Conducted in-depth keyword research and optimized on-page elements like meta descriptions and alt text to improve SEO performance.
- Wrote and published SEO blog content and web copy tailored to client brand voices, enhancing site engagement and search visibility.

### Contributing Writer

**MadameNoire | May 2023 - May 2024**

- Reported on timely topics through a culturally rich lens, using SEO-driven storytelling to amplify the voices and experiences of Black women.
- Crafted SEO-optimized content to boost site visibility and grow readership

### Freelance News Reporter

**Sis2Sis/News Onyx | March 2022 - December 2023**

- Reported on timely and relevant stories with a focus on underrepresented perspectives, especially within BIPOC communities.
- Covered breaking news in real time while independently researching, writing, copyediting, and proofreading each article before publication.

### SEO Content Writer

**Distractify | August 2022 - January 2023**

- Researched keywords using Pinterest trends and optimized blog content within a custom CMS to enhance visibility and drive organic traffic.
- Structured SEO blog posts for maximum Google crawler accessibility, with several articles achieving the #1 ranking on search engine results pages.

### Music Journalist

**Glasse Factory | August 2022 - December 2022**

- Conducted thorough research and applied journalism best practices to craft engaging, SEO-optimized articles tailored to resonate with the target audience.
- Reviewed music releases, transcribed artist interviews, and maintained professional communication with PR teams for accurate coverage.

### Content Writer & Social Media Assistant

**Rising Artists | March 2021 - Present.**

- Copyedited SEO-friendly blog and web content.
- Kept persistent communication with clients to ensure results aligned with goals.
- Managed all of the agency's IG accounts (7) and monitored metrics.

### Staff Reporter

**The FAMUAN | August 2018 - April 2022**

- Participated in editorial meetings to pitch and develop compelling local news stories.
- Covered key events including protests at the Florida State Capitol, local businesses during COVID, musicians, and legislative developments