



CRAIG TAYLOR

BRAND STRATEGY, COPY, AND CREATIVE CONTENT SPECIALIST

ABOUT ME

As an experienced copywriter and multi-lingual brand communications lead with over a decade of experience working in the technology and outdoor sectors, I specialise in delivering smarter branded storytelling across the full customer journey. I manage everything from creative marketing campaigns and transactional touchpoints to industry-leading user experiences — and work to make the complicated uncomplicated.

EDUCATION

University of South Wales (formerly the University of Glamorgan)

2007 - 2010

BA (Hons) History - 2:1

Coleg Gwent

2005 - 2007

A-levels in Media Studies (A), Business Studies (A) and History (B)

EXPERIENCE

Head of Copy and Brand Communications

Outdooractive | June 2023 to present

- Leading a organisation-wide rebranding project in order to better speak to the changing needs of the global outdoor segment post-pandemic, including establishing new personality frameworks, positioning statements and brand characteristics for Outdooractive that encompass both B2C and B2B business units.
- Instituting and safeguarding a brand-new tone of voice, image guideline and communication strategy, as well as coaching the broader team to ensure its consistent implementation.
- Overhauling all creative, marketing and transactional material, including onboarding emails, social media posts, in-app UIs and more.
- Working closely with the B2C Director and Outdooractive's CEO to effectively internationalize the brand for growth outside of the key markets of Germany, Austria and Switzerland (with a focus on the UK and USA).
- Defining, executing and reporting on brand-driven activation and awareness campaigns to communicate Outdooractive's new personality in order to re-establish trust.

Copy Team Lead - Creative, Product & Localization

Komoot | Feb 2017 to June 2023

- Established a new direction for the the komoot B2C brand at a crucial point during the company's growth, helping to turn it from a Germany-only community of 1 million users to a global community of over 36 million worldwide.
- Led multi-million dollar internationalization projects to effectively launch the komoot brand in 11 additional markets, including Japan, Korea, the USA and numerous European markets.
- Developed and executed multi-channel copy strategies for the purposes of new user acquisition, activation and retention.
- Owned the copy delivery cycle across 5 product squads, 4 external agencies, marketing and PR.
- Led a team of 3 in-house copywriters and 27 freelancers to deliver all marketing, technical and UX copy.
- Created, continuously improved and safeguarded komoot's tone of voice and copy style guides.
- Defined top-level yearly goals for all copy initiatives in conjunction with company co-founders.
- Instituted and managed quarterly OKRs.
- Mentored and coached all members of the copy team.

Freelance Contributor - Numerous Outdoor Titles

Adventure.com & Great British Adventure Club | Jan 2019 - Present

- Providing in-depth analysis on industry developments and gear reviews, with a primary focus on wild camping equipment, such as tents, sleeping bags, pads and more.
- Attending regular press conferences on behalf of both Adventure.com and the GBAC.
- Liaising with PR agencies and brand contacts to source samples of equipment, arrange interviews with big names in the space and compile journalistic research.

Freelance Copywriter

National Parks of Europe | Jan 2020 - December 2022

- Defined the organisation's brand infrastructure for launch in the autumn of 2020, including positioning statements, tone of voice guides and company slogan, as well as all of the creative material used as part of NPE's initial funding rounds.
- Produced all national park advertising packs in conjunction with national park authorities all over Europe.
- Polished all 'Adventure' and 'Story' submissions for publication in the community sections of the platform.

Head of Content - UK and Germany

TVSMILES GmbH | Feb 2015 to Feb 2017

- Department head leading a team of 8 internal copywriters and content managers.
- Managed the production of all editorial and marketing material for TVSMILES' primary markets: the UK and Germany. These included campaigns for the likes of Sky, Opel and Disney.
- Developed and owned TVSMILES' internal manual of style and tone of voice guidelines for B2B and B2C sales and marketing campaigns.
- Overhauled TVSMILES' entire editorial strategy based on extensive user research and face-to-face interviews. The implemented strategy resulted in a 30% increase in the app's retention rate, thereby decreasing user acquisition costs and doubling our heavy-user demographic.
- Mentored and coached all members of my team, which included bi-annual feedback cycles, salary reviews and bonus budgeting.

Senior International Content Manager

Bonial GmbH | Sep 2013 to Feb 2015

- Key account manager for many of Retail's most important accounts, including Kohl's, Walmart and Best Buy.
- Advised partners on their digital content strategies and implemented improvements across all assets.
- Led an initiative to improve the content department's onboarding processes for new employees in order to make the team more agile during a period of rapid expansion.

Freelance Copywriter

Evoke Digital | Aug 2012 to Feb 2017

- Lead copywriter on all copy projects acquired by UK design and branding agency Evoke Digital.
- Projects included supporting the launch of over 140 websites for the GreenRush dispensary partner programme (the USA's then-largest marijuana delivery network), including all website copy, brochure material and blogging initiatives; as well as designing all print material for EY's Startup Accelerator Programme during 2016 and 2017.

Journalist

Chaat! Magazine | Mar 2011 - Sep 2012

- The sole in-house journalist responsible for writing all magazine features, editorials and articles in the magazine.
- Launched Chaat! Magazine's social media profile on Facebook in autumn 2011. Defined strategy to grow this presence, which resulted in a 4,000-strong community of engaged readers by September 2012.
- Wrote all advertorials and up-sold ad space within the magazine, successfully establishing long-term advertising contracts with the likes of Bacardi, Sannic and Chai Tea.
- Implemented and managed Chaat!'s 'Chilli Directory', which became one of the publication's key sources of sustainable ad revenue.

LANGUAGES

English

Native (with a gentle Welsh accent)

German

C2 level (full professional proficiency)

Spanish

A2 level (partial professional proficiency)

GET IN TOUCH

Email: craig@craigtaylor.co

Website: www.craigtaylor.co