

TALIA CANTLEY

MARKETING,
COPYWRITING,
SOCIAL MEDIA

EDUCATION

California State University, Fullerton

2020 | Bachelor of Arts in Communications with
Emphasis in Journalism, Minor in French

SKILLS

- Microsoft Office, especially Word and Excel
- Photography
- French
- Adobe Photoshop, Illustrator, Lightroom
- Lifetime Girl Scout Member
- Slack, Monday.com, Asana

CONTACT

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EXPERIENCE

Velvet Fox Designs

Content Specialist & Stationery Project Manager

-- 4/21 - present

- Manage all social media operations, increasing followers by 3000 in the first two months
- Double stationery profits for 2021, creating relationships with consistent clients
- Edit all internal and external copy
- Establish company-wide production schedule so orders are completed accurately

Orange County Coastkeeper

Communications Coordinator -- 8/23 - 10/23

- Produce blog posts and social media campaigns from start to finish
- Expand communications by growing social media followers, making connections at events, and producing new content
- Audit website to correct grammar, spelling, and formatting

Results Driven Leadership

Freelance Copywriter -- 8/22 - present

- Edits five documents a week for spelling, grammar, punctuation, and formatting
- Reports and researches for accuracy in information within documents

Stephanie Chin Events

Coordinator Assistant -- 2/21 - present

- Ensures timely set-up of all materials on event day
- Communicates with other assistants throughout the day to ensure all events go according to schedule and plan

EXPERIENCE (CONTINUED)

Vidsnax Creator Lab

Social Media Manager -- 2/21 - 6/21

- Worked with clients to edit and monetize content for social media
- Scheduled 50 pieces of content a week for optimized time slots
- Created new versions of content to attract new followers

Daily Titan Newspaper

Lifestyle Editor -- 1/20 - 5/20

- Attended and reported on 50 events around the CSUF community
- Edited peer work to fit AP Style and the voice of the Daily Titan

World of Dance

Journalism Intern -- 7/19 - 12/19

- Created and designed 10 social media promotions in Adobe Suite per month
- Followed through with interview sources to write and edit 10 articles per month for online publication
- Operated with high integrity, built trust and earned credibility with connections

TUSK Magazine

Editor & Event Planner -- 1/19 - 5/19

- Determined readiness of stories, made edits and approved final versions
- Organized refreshments and decorations for launch party
- Directed staff members on launch party set-up