

# ALEX TAYLOR

CREATIVE MARKETER



## ABOUT ME

Hi, I'm Alex - a highly creative award winning marketer with strong entrepreneurial leanings and an obsession with the English language. With cross-sector experience in wine, law and insurance, I craft high quality multi-platform strategies and comms to help businesses succeed in their goals.

My professional profile as a high functioning and agile contemporary marketer is constructed around quality creative content, a near evangelical belief in the power of social media, strategic awareness, a keen focus on brand and tone of voice, and adept stakeholder management.

## MARKETING EXPERIENCE

- 2013 - NOW**      **TASTE BRISTOL LTD**  
FOUNDER / FREELANCE MARKETER
- Operating as a marketing micro-agency with wine focus.
  - PR, social media and consultancy services for SME businesses
  - Designing and running premium private/corporate wine events.
- 2017 - NOW**      **THE INDEPENDENT ENGLISH WINE AWARDS LTD**  
FOUNDER / CREATIVE DIRECTOR
- Running this market-leading English wine competition,
  - Strategy, Comms, PR, Brand, Social, Product, BD, Ops.
- 2010 - 2020**      **DAS LEGAL EXPENSES INSURANCE UK LTD**  
CONTENT MANAGER / CREATIVE COPYWRITER
- Delivering persuasive copy for website and all channels,
  - Function as a group communications and PR expert,
  - Developing and maintaining Tone Of Voice (TOV),
  - Creation of PR briefs and releases for external agency,
  - Full management of all social media channels,
  - Photography, video creation and graphic design.

**EDUCATION**      **WINE & SPIRIT EDUCATION TRUST**  
2010 - 2015 | WSET Level 2, 3, 4  
**LIVERPOOL UNIVERSITY**  
1997 - 2000 | LAW (hons)

## AWARDS

- WINNER**      **Marketing & PR Team of the Year**  
Insurance Marketing & PR Awards, Sept 2018
- FINALIST**      **Marketing Team of the Year**  
CIM Marketing Excellence Awards, April 2019

## KEY SKILLS / ATTRIBUTES

Copywriting	
Marketing Strategy	
Social Media	
PR and Comms	
Brand Growth	
Entrepreneurialism	
BD / Sales	
Collaboration	
Self Awareness	

## CONTACT ME

07599799266

@tastebristol

alex@tastebristol.co.uk

linkedin.com/in/alexandertaylorbristol/