

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, and adept stakeholder management.

MARKETING EXPERIENCE

2017-
2020

DAS LEGAL EXPENSES INSURANCE UK LTD
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.

2015-
CURRENT

THE INDEPENDENT ENGLISH WINE AWARDS LTD
FOUNDER AND CREATIVE DIRECTOR

- Running the market-leading English wine competition,
- Strategy, Comms, PR, Brand, Social, Product, BD, Ops.

2013 -
CURRENT

TASTE BRISTOL LTD
FOUNDER AND 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.

EDUCATION

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

AWARDS

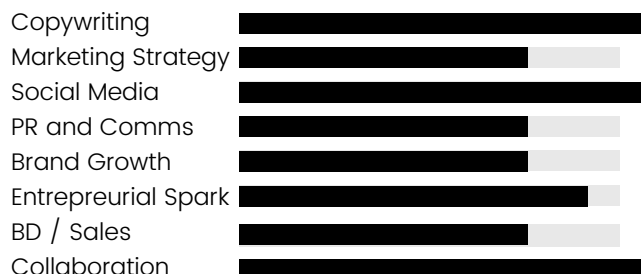
WINNER

Marketing & PR Team of the Year
Insurance Marketing & PR Awards, Sept 2018

FINALIST

Marketing Team of the Year
CIM Marketing Excellence Awards, April 2019

MY KEY ATTRIBUTES



CONTACT ME

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