

# Taylor Short

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## SUMMARY

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Seasoned Content Manager with 11 years of experience, adept in developing and executing content marketing strategies that enhance brand visibility and lead generation. Proven leadership in managing global content teams, producing over 160 data-driven reports annually, and executing high-impact projects with significant cost savings. Seeking to leverage expertise as a Content Marketing Strategist to drive B2B engagement and growth.

## WORK EXPERIENCE

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**Gartner Digital Markets** Austin, Texas  
Content Manager, Thought Leadership 2019 - Present

- Develop and implement content marketing strategies that enhance brand visibility, improve lead generation, and increase traffic and media coverage.
- Establish and guide a thought leadership content team, influencing organizational focus towards research-driven content.
- Oversee a global team responsible for content analysis, editorial planning, and management of market research and budgets, delivering over 160 data-centric reports annually across multiple countries.
- Direct annual, collaborative content initiatives that yield critical B2B insights, augmenting key company functions including email marketing, branding, sales, and executive presentations; notably amplified content production by 200% while reducing costs by \$40,000 and halving research duration in the latest project.

Senior Content Analyst 2013 - 2019

- Developed and delivered comprehensive data-driven reports, enhancing the strategic marketing efforts within the property management and facilities maintenance industry.
- Authored a suite of diverse content, including blog posts, white papers, email marketing campaigns, and case studies, to support brand messaging and educational outreach.
- Designed and executed engaging infographics and social media content, in addition to coordinating informative webinars, to elevate customer engagement.

## EDUCATION

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University of North Texas  
BA in Journalism, 2009  
Senior Staff Writer, North Texas Daily

## SKILLS

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Copywriting and Editing • Multimedia Content Creation • Content Strategy • Content Promotion • Analytics and reporting • SEO Optimization • Editorial Calendars • Social Media Strategy • Narrative Development • Brand and Product Marketing • People Management • Project Management • Workfront • Asana • Marketing and PR Data Analysis • Google Analytics • PowerBI • Ahrefs • Market Research • Qualtrics • QuestionPro