

# Cameron Taylor

## Copywriter | Content Strategist

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705-745-5435



**A freelancer for upwards of 25 years**, my role involves far more than just writing. Crafting, clarifying and strengthening an organization's message remains the essential discipline, but that inherently involves ideation, positioning, campaigns, strategy and more.

I'm accustomed to operating solo but thrive in the collaborative space with in-house marketing teams, design agencies, independent project managers or directly with the C-suite.

My client mix covers a range of industries and includes ongoing gigs as a writer of record with the LCBO (200+ projects), content manager and executive communicator for leaders. The clients noted here are simply a representative sampling of my experience.

The work covers the gamut, including digital, print, broadcast and all manner of communications in-between. Inform, enlighten and entertain; provoke, persuade and move people to action. The key is to help clients bolster connections, extend their reach and generate greater profile and profit.

LCBO

burlcodge  
TOGETHER. WE WORK.PRHC  
Peterborough Regional  
Health Centre

muse™



## CLIENT CONNECTION

My career started in Ottawa and migrated to Toronto for a decade before I decamped to the mild wilds of Peterborough. In that time, I've developed and maintained working relationships with clients and agencies near, far and even further overseas, though most of my clients remain in and around the GTA. It's a priority that my clients are comfortable with the distance. While the culture of online meetings and calls are commonly accepted today, I always seek to assure my contacts that I'm readily available to meet in-person with a minimal amount of lead-time.

## COLLABORATION

In addition to working directly with clients, I've enjoyed the opportunity to partner with a number of design shops, including:

Ariad  
Bhandari & Plater  
Big Sky Design  
Clear Space Design  
CO-OP  
Cundari  
Filament Creative  
Hangar Design

Idea Couture  
Mamone & Partners  
Oxygen  
Parcel Design  
Pivot Design  
SOS Design  
WE Design

## VOLUNTEER

### **YES SHELTER FOR YOUTH AND FAMILIES**

**Board Member, 2019 -**

An organization dedicated to providing emergency shelter, transitional housing and the supports required to help youth.

### **PETERBOROUGH ULTIMATE LEAGUE (PUL)**

**President, 2004 - 2016**

Helmed this local recreation league, taking it from a one-season, eight-team outfit into a four-season, 60-team non-profit organization.

### **REFRAME FILM FESTIVAL**

**Board Member, 2012 - 2015**

A documentary film festival dedicated to social justice, environmental, indigenous and culturally significant programming.

## CONTACT

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