

# Taylor Sosa

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## [Portfolio & Relevant Works](#)

### Experience

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#### Copywriter

*FMG Suite*

**April 2022 – Present**

- Managed full copywriting project lifecycle for 16 concurrent website projects monthly, achieving 100% on-time delivery of deliverables
- Coordinated project scope, timelines, and resource allocation across 300+ client websites while maintaining project documentation
- Implemented and optimized project management processes using Salesforce and HubSpot CRM platforms
- Led stakeholder management through client consultation meetings to establish project requirements and timelines
- Drove process improvement through AI tool integration, such as ChatGPT, Claude AI, and FMG's exclusive Assistant, resulting in increased team efficiency
- Monitored project KPIs and maintained risk management documentation for all client deliverables

#### News Producer

*KWES NewsWest 9*

**May 2021 – April 2022**

- Coordinated daily project deliverables for flagship newscast, ensuring adherence to strict timelines
- Managed stakeholder communication between cross-functional teams including talent, directors, and production staff
- Utilized production tools including ENPS and Edius to ensure quality standards
- Implemented resource allocation strategies to optimize daily broadcast operations

#### Graduate Instructor

*Texas Tech University*

**August 2019 – May 2021**

- Developed and executed lesson plans for course delivery while managing classroom operations
- Participated in weekly coordination meetings to align lesson objectives and deliverables across teaching team
- Implemented process improvements for course delivery and student engagement
- Managed resource allocation and timeline management for semester-long projects

#### Corporate Communications Intern

*Mr. Cooper Mortgage Company*

**May 2018 – August 2018**

- Coordinated project timelines and deliverables across multiple social content platforms
- Conducted stakeholder analysis and developed comprehensive partnership spreadsheet
- Created and maintained project documentation using Microsoft Excel
- Managed project KPIs through Sprinklr's social listening system implementation

## Submissions & Social Media Intern

*BookFish Books Publishing*

September 2017 – January 2018

- Coordinated multiple social media campaign projects, tracking KPIs and deliverables
- Analyzed project metrics and implemented process improvements based on data insights
- Promoted to manage submission review project lifecycle, including documentation and feedback processes

## Education

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**Master of Arts in English**  
**Texas Tech University**

May 2021

*Specialization:* British Renaissance Literature

*Relevant Coursework:* Writing for Publication

**Bachelor of Arts in English**  
**Texas Tech University**

December 2018

*Concentration:* Creative Writing

*Minor:* Technical Communication

Obtained the Certified Professional Technical Communicator (CPTC) certification from the Society of Technical Communication in November 2018

## Skills & Abilities

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Project Coordination	Copywriting	Problem Solving
Technical Writing	Copy Editing	Team Coordination
Client Communication	Project Documentation	Queue Management

## Program & Software Experience

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HubSpot	ENPS	Sprinklr
Salesforce	Edius	Microsoft Office Suite
ChatGPT	Canva	Microsoft Teams
Claude AI	Google Suite	Slack