

Taylor Rojek

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Pillar4 Media, Charlotte, NC (remote)

Head of Content, *Sports Illustrated* + *Men's Journal* partnerships

May 2022—Apr. 2025

Content Marketing and Management

- Drove over 10x revenue growth and grew team by 5x during first year of operating business unit
- Led content production and content strategy of the media partnerships vertical, driving millions of unique visits and more than \$1 million in revenue monthly
- Oversaw a team of 5 writers and editors to assign, edit, revise, proofread, and QA 25 pieces of full-funnel health and fitness content weekly across health, longevity, fitness, nutrition, sleep, and mental health categories
- Defined the content editorial calendar across platforms and channels, directed content creation and delivery across long-form SEO, email newsletters, paid and organic social, and YouTube, produced relevant and trending content (written, visual, and audio), and drove 100K+ monthly sessions
- Established optimized editorial review workflows to reflect the brand voice and maintain consistency across all channels while streamlining marketing and content production processes and lowering content approval timescales by 50%
- Defined and measured KPIs, leveraging A/B testing and data-driven insights to adjust content strategies and improve RPV, CTR, and CVR by up to 100%
- Researched, identified, and recruited 25+ industry subject matter experts to evolve content quality and enhance engagement
- Ideated and executed communications to support editorial calendar, including newsletters, video, landing page copy, and social posts, ensuring they are relevant, timely, and targeted

Hearst Enthusiast Group, Easton, PA

Features Editor

Dec. 2020—May 2022

Content Planning and Performance Optimization

- Member of the four-person team that produced the 2021 Pulitzer Prize and ASME Award-winning *Runner's World* story "Twelve Minutes and a Life," by Mitchell S. Jackson
- Directed editorial strategy for *Bicycling*, *Runner's World*, and *Popular Mechanics* magazines and BestProducts.com by synthesizing data from digital analytics, audience engagement, SEO, internal marketing needs, and membership conversion rates to plan print and digital calendars
- Partnered closely with photo, art, and design teams to bring stories to life with exciting, engaging visualizations
- Created engaging long- and short-form stories across a variety of communication media, including articles, scripts, blogs
- Developed strategies to achieve traffic goals across channels including social media, email newsletters, and search engines, helping drive signups to rank among Hearst's highest-revenue membership programs
- Guided writers in translating complex technical and scientific topics into clear, compelling narratives

Associate Features Editor

Jun. 2017—Dec. 2020

Content Creation

- Edited the ASME Award-nominated package "How Cycling Works" in *Bicycling* magazine, 2018
- Pitched, wrote, assigned, edited, packaged, and top edited longform stories on diverse topics for each brand

Project Lead: Runners Alliance

Dec. 2018—Oct. 2021

- Conceived of a specific solution to the goal of making women safer while running; published two extensive magazine packages that address the issue in a fresh and immediately applicable way
- Managed a team of five ambassadors to further awareness of the project and execute in-person and online sponsored events
- Coordinated with Enthusiast Group PR, marketing, and ad sales teams on program sponsorship and marketing, netting a two-year, \$1.6 million sponsorship deal with Hoka One One and Garmin
- Worked with film video team to produce a 40-minute documentary on women who were assaulted while running

Bicycling magazine, Emmaus, PA

Online Gear Editor

Apr. 2016 – Jun. 2017

- Spearheaded *Bicycling*'s e-commerce efforts by commissioning gear-oriented articles and editing hundreds of articles

Associate Online Editor

Nov. 2014 - Apr. 2016

- Planned, wrote, assigned, and edited stories for *Bicycling.com*; drove social media strategy for Facebook

Other Related Experience

The Vatican, Rome, Italy

Aug. 2011- Dec. 2011

Intern at the Pontifical Council for Social Communication

Education

B.A. English, Minor in Biology

May 2012

DeSales University, Center Valley, PA