



TAYLOR RUSSELL

Creative, curious writer and designer with an entrepreneurial spirit and a knack for making the complex more clear. 3+ years of experience in planning and leading the technical & creative development of products, events, and brands. Dedicated to crafting and cultivating effective, meaningful content that inspires authentic community engagement.

Seeking opportunities in publishing and project managing. Special interest in art, education, wellness, and local history.

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EXPERIENCE

● **Founder / Creative Director - Russeta**

Started a creative studio to incubate new brands, businesses, and publications. Wrote, edited, and designed content. Led planning, strategy, and development of projects. Managed resources, timelines, and budgets. Collaborated with freelancers, local businesses, heritage organizations, and other creative teams.



Built an online resource of local history to connect people, past, and place. Wrote histories and photographed landmarks, residences, and commercial buildings. Developed public inventory of historic resources. Produced short- and long-form content for online platforms. Organized, marketed, and led historic walking tours. Designed and sold retail products at farmer's market, retailers, and online.



Developed a web-based productivity app for chefs. Partnered with technical experts to design artificially intelligent recipe reader, list generator, and task manager. Responsible for all marketing and design deliverables, market research surveys, pitch decks, and webinar walkthroughs.



Authored, designed, and published cookbook of raw vegan desserts. Marketed dessert product for special order and retail sale. Developed recipes and scaling processes for wholesale. Designed packaging and branding. Managed inventory, ordering, and delivery operations. Hosted pop-up retail events.

● **Personal Assistant**

"Jane-of-All-Trades" for multiple clients in virtual, administrative, and household capacities. Implemented new systems for organization and efficient workflows. Responsible for email communications, marketing materials, scheduling, and event planning, as well as development and execution of project ideas. Oversaw invoicing, ordering, inventory management, and contract creation. Managed vendors, short & long-term rental properties, pets, and personal errands.

● **Production Assistant - Caliber Home Loans**

Verified and processed client applications for mortgage loans. Assisted loan officer in general operations including scheduling and client communications. Ensured goals and timelines were met. Produced marketing content. Curated client appreciation gifts.

● **Multimedia Editor - Western Washington University**

Produced documentaries for academic departments. Developed curriculum for environmental video-journalism and taught peers. Edited student work for final publication in digital edition of Planet Magazine. Assisted with editing and fact-checking written stories for print publication.

SKILLS

- Storytelling
- Organic marketing
- Creative project management
- Social media & web design
- Adobe / Procreate / Canva
- Adaptability
- Communication
- Problem solving

EDUCATION

Masters in Teaching - WWU, 2016
Secondary Social Studies

Bachelor of Arts - WWU, 2013
History & Geography, French

Certificates

- Project Management Professional
- Digital Marketing & E-Commerce
- Wordpress Web Design
- First Aid & CPR

ACTIVITIES

Board Member

Historic Downtown
Snohomish Association

State Representative

American Association for
State & Local History

Volunteer

Pacific Bonsai Museum
Habitat for Humanity
Books to Prisoners
Confluence Gallery
Snohomish Food Bank