

Joe Taylor



Strategic Communications.
Storytelling. Design.

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[LinkedIn](#) | [Portfolio](#)

Strategic communications leader amplifying executive voice, media impact, and mission-driven storytelling.

Experience

Workforce Development Council of Seattle-King County

Communications Coordinator → Manager → Senior Manager | June 2017 – Present

- Directed organization-wide communications strategy through staff workshops and leadership sessions, clarifying audiences, messaging, and channels. Strengthened internal communications and staff engagement, improving alignment, prioritization, and collaboration.
- Managed and mentored a lean communications team, guiding adoption of new tools and practices. Leveraged AI to expand design and writing capacity, scaling team output and meeting mission-critical needs.
- Partnered with the CEO and senior leadership on speeches, op-eds, and external messaging, ensuring executive visibility and alignment with organizational goals.
- Drove media strategy for major research rollouts, including a guaranteed basic income pilot, securing coverage in the *Seattle Times*, *Business Insider*, and 10+ other outlets. Built and maintained strong media relationships to shift narratives on work and public assistance.
- Led digital transformation, boosting web traffic by 150% and enhancing accessibility, mobile usability, and content management. Pioneered interactive maps, dynamic tables, and data visualizations that improved staff efficiency and public engagement.
- Advanced organizational data storytelling by designing visual tools to highlight racial inequities. Presented work at statewide conferences, earning top ratings and recognition from the Port of Seattle.
- Directed content strategy for \$23M in public/private investments across 23 grants, developing storytelling frameworks to demonstrate impact for funders, applicants, and auditors.

Expedia

Content Editor | Aug 2015 - Dec 2016

- Crafted content across 40+ global markets with cultural accuracy and sensitivity.
- Served as team expert for content quality, ensuring accuracy across a globally-translated platform.

Microsoft

Technical Writer | Dec 2014 - Aug 2015

- Managed A/B testing environment, shaping priorities for search engine development.
- Collaborated with dev teams, influencing tool planning with user insights.

Education

- **Certificate**, Storytelling & Content Strategy — University of Washington (2020-2021)
- **BA**, Writing Process, English & Social Narratives — University of Redlands (2013)
- Study Abroad: SIT Prague — Arts & Social Change, (2011)

Honors

- Phi Beta Kappa — The Phi Beta Kappa Society (2013)
- Best Non-Fiction Essay — University of Redlands (2013)
- Eagle Scout — Boy Scouts of America (2008)