

Taylor Sosa

CAPM® Certified Project Coordinator

Katy, TX | (972) 832-1051 | laurentaylorsosa@gmail.com

Portfolio & Relevant Works

Experience

Marketing Project Coordinator

Nonstop Health

July 2025 – July 2026

- Coordinated end-to-end delivery of 18+ marketing assets monthly on the Brand & Content team, including one-sheets, infographics, videos, print and digital ads, webinars, and website landing pages
- Managed production of 12-16 social media posts monthly, from concept through cross-functional approval to launch
- Tracked asset performance post-launch using analytics to inform ROI, identifying top-performing asset types and using those insights to update the content calendar and Kanban board
- Managed project workflows using Teamwork, AirTable, HubSpot, and Google Suite, keeping Sales, RevOps, and Business Development stakeholders aligned from brief to launch
- Leveraged Google Gemini to coordinate cross-team communication and draft a weekly update to Sales & Marketing, previewing upcoming assets from the Brand & Content team
- Built and maintained relationships with Sales, RevOps, and Product teams to ensure marketing assets directly supported cross-departmental needs

Copywriter & Project Coordinator

FMG Suite

April 2022 – July 2025

- Directed the full copywriting project lifecycle for 16 concurrent website projects monthly, achieving 100% on-time delivery
- Oversaw project scope, timelines, and resource allocation across 300+ client websites, maintaining comprehensive documentation throughout
- Streamlined project management processes using Salesforce and HubSpot CRM platforms to improve team workflow visibility
- Partnered directly with clients through consultation meetings to define project requirements and timelines
- Championed AI tool adoption, including ChatGPT, Claude AI, and FMG's proprietary Assistant, driving measurable gains in team efficiency
- Monitored project KPIs and maintained risk management documentation across all client deliverables

News Producer

KWES NewsWest 9

May 2021 – April 2022

- Produced daily project deliverables for a flagship newscast, working within strict, non-negotiable timelines under live broadcast pressure
- Facilitated communication across cross-functional teams, including talent, directors, and production staff, to keep each broadcast on schedule and on standard
- Operated industry production tools, including ENPS and Edius, to maintain consistent quality across live segments
- Executed daily resource allocation strategies to optimize broadcast operations under tight turnaround windows

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

Education

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

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

Program & Software Experience

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