

## Robyn Friedman

Senior Content Strategist

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**With Taylor Johnson since:** 2018

**People around the office come to me for:** Writing bylines and press releases, as well as to brainstorm ideas for placing stories

**Three words that describe me are:** Creative, hard-working, kind

**Proudest personal moment:** Personally, I would have to say watching my daughter grow up into a fine young woman. Professionally, it was being sworn in to practice before the U.S. Supreme Court a few years after I graduated from law school.

**When I was growing up I thought I'd be a:** An oceanographer. I loved (and still love) dolphins and was a huge fan of Jacques Cousteau.

**I never thought I'd be:** Living in Florida.

**The best professional advice I received was:** Always own up to your mistakes. Accept

responsibility. Be proactive, admit the error and fix it. Don't ever let a client (or your boss) come to you with a mistake. Always approach them first, explain, apologize and resolve the problem.

**Favorite Halloween costume:** Jack Sparrow (huge "Pirates of the Caribbean" fan!)

**Last good book I read:** "The Power of Now," by Eckhart Tolle. Life-changing.

**On my playlist:** I love music of all types, except opera and heavy rap, so my playlist reflects that. Lately, however, I've been getting into country music, and my country playlist includes songs by Lady Antebellum, Tim McGraw, Darius Rucker, Keith Whitley and Alan Jackson.

**My favorite app:** Calm, which is a meditation and sleep app. It has 10-minute meditations, which I try to do every day. The best feature (in my humble opinion) are the adult Sleep Stories, which are designed to relax you as you try to sleep. Some are real stories, like "The Little Mermaid." I like to listen to one called "The Shipping Forecast," in which a man with a lovely English accent reads weather reports and forecasts for the seas around the British Isles. It knocks me out in minutes!

**Favorite pastime:** Yoga

**What I like most about TJ:** I have been so impressed by the professionalism and level of knowledge my colleagues have, as well as how everyone works together cooperatively. And everyone is just plain nice!

**The worst job I ever had was:** A summer job in high school working in a children's clothing store fulfilling school uniform orders. The stock was stored in the basement of the store, which was not air conditioned. It was awful.

**Most people don't know that I:** Am a huge Disney fan and have a large collection of Disney trading pins (“Lady and the Tramp” and “Pirates of the Caribbean”).

**My guilty pleasure is:** There are a couple. Chocolate, for sure. And watching “The Bachelor.” That’s embarrassing even to write down, but it’s mindless and relaxes me.

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