

MULTIMEDIA MARKETING STRATEGIST

DIGITAL MEDIA STRATEGY | PAID, EARNED & OWNED MEDIA PLANNING | MARKETING PROJECT MANAGEMENT

- ✓ 13 Years Marketing Experience: Accomplished at managing cross-channel media campaigns for B2B, B2C, and non-profit brands
- ✓ 8+ Years Experience in Digital Media Campaign Management: optimizing at every stage of the project lifecycle
- ✓ 6+ Years Experience in New Business Development: accomplished in pitching, securing, and maintaining client relationships to grow revenue via multi-channel marketing campaigns for brands such as Coffee-mate, StubHub, Oracle, Goodwill, Lids, AT&T, and Finish Line

PRIMARY COMPETENCIES

- ❖ Multi-Channel Media Strategy & Ideation
- ❖ Multi-Media Tracking & Analytics
- ❖ Lead Generation
- ❖ Digital Project Management
- ❖ Internal / External Client Relationship Growth & Management
- ❖ KPI Performance Tracking & Optimization
- ❖ Creative Problem-Solving

"Taylor has the unique ability to think both creatively and critically. Her natural leadership, energy, optimism, pro-activeness and curiosity raises the game of everyone she works with." - Barry O'Connell, Former Head of Music Partnerships, Emmis

PROFESSIONAL EXPERIENCE

WOZ WELLNESS, Chicago, IL 2020-Current

MARKETING MANAGER / HEAD OF PATIENT ENGAGEMENT

Responsible for all marketing efforts including development of brand architecture, brand assets, marketing strategy, execution & optimizations of campaigns, and sponsored events for lead generation.

ENTERCOM COMMUNICATIONS, (Now Audacy) Chicago, IL 2018 - 2020

ACCOUNT EXECUTIVE

Client relationship management and new business development with a focus on cross-channel marketing solutions for brand partners such as:

- ❖ Verizon Wireless
- ❖ McDonald's (via OMD)
- ❖ The Illinois Lottery

EMMIS COMMUNICATIONS, Chicago, IL 2016 - 2018

DIRECTOR, MARKETING PARTNERSHIPS

Client relationship management and new business development with a focus on cross-channel marketing campaign execution for brand partners such as:

- ❖ Finish Line
- ❖ Lids
- ❖ Apple Music

MOSAIC SALES SOLUTIONS, Chicago, IL 2015 - 2016

SR. ACCOUNT MANAGER, DIGITAL CLIENT SERVICES

Trusted client liaison responsible for developing digital content strategies for B2B and B2C experiential (in-field) marketing programs, discovering efficiencies at every stage to increase margins for the agency while also driving maximum ROI for clients such as:

- ❖ T-Mobile
- ❖ Nestle
- ❖ StubHub

CARDENAS MARKETING NETWORK, INC. (CMN EVENTS) Chicago, IL Sept. 2014 - July 2015

DIGITAL STRATEGY & COMMUNITY MANAGER

While leading the creation of the agency's first digital department, I was responsible for turnkey ideation and execution of all B2B and B2C digital marketing programs for the largest Latin music touring company in the U.S. From ideation to execution, I was responsible for integrating digital tactics into experiential marketing programs for clients such as:

- ❖ AB InBev
- ❖ Sherwin-Williams
- ❖ Goya Foods

SOCALM, LLC, Chicago, IL 2011-Present

FOUNDER & PRINCIPAL OWNER

As social media advisor and consultant, I was solely responsible for helping B2B & non-profit clients leverage paid & owned digital media platforms to grow reach online, drive awareness, and generate leads or sales. Key clients include:

- ❖ Goodwill Industries of San Antonio
- ❖ Pressable WordPress Hosting
- ❖ Eva's Heroes (charitable organization founded by actress/celebrity Eva Longoria)

BRADFORD/LAWTON, LLC, San Antonio, TX 2009-2011

ACCOUNT EXECUTIVE

Coordination of traditional and digital advertising campaigns, strategically integrating social media tactics to help drive paid, earned, and owned media.

KENS5 EYEWITNESS NEWS, San Antonio, TX 2007-2009

NEWS PRODUCER

Producer and editor for live broadcast and feature segment video production for CBS news affiliate in San Antonio, Texas

- ❖ Accomplishment: Recipient of Women in Television & Radio Award

CLEAR CHANNEL RADIO, San Antonio, TX 2004-2005

PROMOTIONS ASSISTANT

Coordination of promotional on-air giveaways, remote broadcasts, and web asset management.

EDUCATION

Bachelor of Arts, Broadcast Journalism, Our Lady of the Lake University, San Antonio, TX

REFERENCES

KEISHON HAYES-WILLIAMS

FORMER MANAGER AT MOSAIC SALES SOLUTIONS & CURRENT MARKETING OPERATIONS MANAGER AT McDONALD'S
773.209.8064

LINDSAY CERAJEWSKI

FORMER MANAGER & CURRENT NATIONAL SALES MANAGER AT ENTERCOM
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