

Taylor R. Doe

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Creative, analytical, and results-focused marketing specialist with proven experience developing marketing strategies that build brand identity, drive customer retention, increase ROI, and promote top-quality customer experiences. Expertise in all elements of digital marketing, content creation, SEO, project management, journalism, and social media management, and customer/client relations. Take-charge expert with a focus on team collaboration and strategic vision to move the organization forward by solidifying brand voice, brand trust, social proof and implementing revenue driving strategies. Possess a talent for facilitating key stakeholder partnerships with targeted strategies to achieve profitable outcomes.

Core Competencies

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| • Digital Marketing Campaign Management | • Brand Strategy Alignment/Organization | • Moz, Verblio, Monday, Click-up |
| • Content Creation & Development | • Go-to-Market Strategy/Digital Automation | • Flodesk, Canva, Cloud Campaign |
| • Google Analytics/Ads, SEO/SEM/KPIs | • Email Marketing, Advertising, Promotions | • Facebook, Instagram, LinkedIn |
| • Social Media Marketing/Paid Search | • Client Relationship Management (CRM) | • YouTube, TikTok, Google Suite |
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Professional Experience

ANY COMPANY DIGITAL MARKETING | Content Creation Manager | Boise, ID Jun 2021 – Present

- Design engaging content to improve web presence, advertising, and PR through executing focused social media marketing strategies for up to 15 brands per month using targeted creative writing and brand awareness to continually increase followers and platform engagement.
- Curate/edit 20+ SEO-targeted blogs per month with to drive engagement to client websites; coordinate with cross-functional teams across departments and interface with client stakeholders to establish brand identity and ensure alignment with target audiences
- Promote 25+ businesses to 30,000+ readers within dedicated target audiences, including assisting with conceptualization, writing, and editing of quarterly printed guide.
- Coordinate with Marketing Department to define content strategy for new products and services and enhance market penetration; conduct competitor research/analysis to enhance digital campaigns, including refining marketing initiatives to align with target audiences.
- Develop go-to-market strategy, review content analytics, evaluate KPIs, and identify marketing automation opportunities with the Account Management team utilizing industry-relevant software to enhance future digital marketing mix activities.
- Organize/manage client projects with delegation to internal departments to assure high-quality client deliverables on time and within budget.

FIFTYFLOWERS.COM | Marketing Associate | Boise, ID Feb 2020 – Jun 2021

- Created four (4) blogs per month to increase customer education and organic search traffic, including developing content and photo assets for distribution across multiple social media channels to bolster brand awareness, engagement, and new customer acquisition.
- Collaborated with marketing manager and graphic designer to design 4-5 weekly newsletters to promote upcoming sales and increase advertising campaigns awareness.
- Hosted and strategized multiple company YouTube videos.

ANY HOUSE OF FLOWERS | Lead Floral Designer | Boise, ID May 2019 – Feb 2020

- Created trending and imaginative floral designs for a wide range of budgets, styles, and occasions ranging from “get well” to full weddings; advised customers on suitable floral arrangement selections, proper care, and maintenance.
- Managed Instagram and Facebook social media accounts to promote sales, holidays, and other community events, including analyzing engagement data, identifying customer interaction trends, and planning digital campaigns.

Education

Boise State University

Bachelor’s Degree in Creative Writing/Non-Fiction (2019)