



WWW.TAYLORDICKSONCREATIVE.COM

## SOFTWARE/PROGRAMS

HubSpot	Canva/Adobe Express
Hootsuite	Adobe InDesign
Adobe Illustrator	Adobe Photoshop
Wix/WordPress CMS	Microsoft Teams/Slack

## SKILLS

- Fluent in social media strategy & content creation
- Comfortable filming and editing videos & pictures
- Self-starter and experienced in a remote-work role
- Excellent communication and collaboration skills
- Driven by growth and opportunities to learn more
- Thrives when managing multiple projects

## PROJECTS | WOMEN OF SOCIAL

35% follower growth in Jan 2024, Posting 4x/week

In March 2023, Taylor Dickson created Women Of Social; an Instagram community for female-identifying social media managers, content creators, and digital marketers. Taylor researches, plans, creates, and executes all content on Instagram for this community. She also focuses on community management, keeping up with algorithm changes, and utilizing trends to grow the community.

## EDUCATION

BROCKPORT, NEW YORK

**B.S. MEDIA PRODUCTION & BROADCAST JOURNALISM**

THE SUNY COLLEGE AT BROCKPORT

Activities: WBSU 89.1 The Point, Phi Sigma Sigma National Sorority, Order of Omega Honor Society

## EXPERIENCE

KEYRUS CONSULTING

### USA MARKETING MANAGER

APR 2024- PRESENT

Increased MQLs by 20%, Average Conversion Rate 25%

Develop and execute comprehensive marketing strategies/campaigns to drive brand awareness, lead generation, and revenue growth • Manage & strategize social media plan • Implement marketing processes for campaign launches, MQL criteria, social media, events, and collateral • Plan and manage 200K marketing budget • Report frequently to C-Suite leaders and executives • Plan and execute events and sponsorships • Source and order giveaways • Use LinkedIn & Google Ads for campaigns

CLEARPLAN CONSULTING

### SOCIAL MEDIA SPECIALIST

JUL 2021- APR 2024

Avg. Engagement rate 10%, 5% follower growth monthly

Plan and develop B2B social media strategy and content calendar with a DoD/Govt focus • Create all social media posts for LinkedIn in brand guidelines • Report weekly on KPIs with analysis • Design collateral including brochures, flyers, and banners • Coordinate content for company website • Write, edit and publish internal communications and manage SharePoint sites • Maintain the CEO's personal LinkedIn profile • Manage numerous projects and calendars at once

TOWNSQUARE MEDIA OF THE HUDSON VALLEY

### BRAND MANAGER

DEC 2020- DEC 2021

Maintained and grew the WRRV on-air and digital brand • Oversaw B2C Instagram, Facebook and web content • Develop, plan and execute on-air and in-person promotions • Create social media content with brand aesthetic in mind • Lead and manage a team of 4 content creators • Manage priority clients • Funnel information from executives to team regarding digital strategy, KPIs, and updates • Execute daily email campaigns using Sailthru

### DIGITAL CONTENT CREATOR

SEP 2017- JULY 2021

Write engaging local content on numerous topics daily (10 articles/week) with a focus on SEO • Brought in over 90,000 pageviews in March 2021 alone • Consistently ranked as one of the top 5 content creators in the branch • Recognized by corporate leadership as one of the top 25 performers nationwide • Plan and execute Instagram and Facebook livestreams, posts, and graphics

### ASSISTANT DIGITAL MANAGER

SEP 2020- MAR 2021

Responsible for tracking KPIs using Google Analytics for 5 radio/digital brands • Maintain all websites and social media • Coach a team of 10+ content creators to improve their digital articles and social media content • Execute daily email marketing newsletters for 3 brands