

TAYLOR DICKSON

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SUMMARY

- 9+ years in digital marketing, leading teams of up to 10, with experience in consulting, international AI/tech/data, and aerospace/defense organizations with 200+ employees and up to \$450M in annual revenue
- Proven track record in B2B social media & content marketing for varying global audiences & formats, including social, web, and video, with a 9% avg. engagement rate
- Influenced \$3.4M in pipeline for FY25 with integrated marketing campaigns and web/social content
- Strong project management and communication skills, with experience managing and leading cross-functional global teams
- Experienced with HubSpot, Adobe Creative Suite, Salesforce CRM, Canva, and various CMS

PROFESSIONAL EXPERIENCE

Keyrus

Remote (NYC Office)

Marketing Manager, North America

Apr 2024 – Present

Keyrus is a global tech, AI, and data consulting firm, with 3,000+ people across over 25 countries and 5 continents, and up to \$300M in annual North American revenue

- Spearheaded and executed end-to-end B2B marketing strategies/campaigns and automation workflows across omni-channel platforms (SEO/AEO, paid/organic social, email), directly contributing \$3.4M in influenced pipeline for FY25 and achieving an average engagement of 7%.
- Developed and executed a comprehensive content strategy that supports brand awareness and demand generation while setting the SEO/AEO strategy, producing weekly website content in direct partnership with technical SMEs aligned with GTM strategies, generating \$1.5M in organic pipeline.
- Tracked and presented detailed reports on KPIs and channel performance to the C-Suite, providing analysis and recommendations to refine campaign effectiveness. Utilizing Google Search Console and Analytics.
- Strategized and executed the entire organic social media strategy, creating 4+ weekly social posts that directly aligned with GTM strategies and marketing campaigns.
- Managed all aspects of tradeshow and event marketing, including tradeshow strategy, budget oversight (\$200K), planning, and execution, while designing necessary sales collateral.
- Planned and drove webinar strategy and execution while consulting on best practices and managing preparations, achieving an average attendance rate of 49%.
- Collaborated with global and cross-functional teams to implement new marketing processes and shape Go-To-Market (GTM) strategies.

ClearPlan Consulting
Social Media Specialist

Westborough, MA
Jul 2021- Apr 2024

ClearPlan Consulting is a project management and earned value management consulting firm for the National Defense and Aerospace sector, with up to \$125M in annual revenue and 200+ employees

- Managed and executed B2B social media strategy and content calendar for a firm in the National Defense and Aerospace sector, consistently achieving a 10% average engagement rate and 5% monthly follower growth.
- Strategized and created all social media content, maintaining brand guidelines and a cohesive voice, and reported weekly on KPIs with detailed analysis.
- Lead all aspects of tradeshow planning and execution for Aerospace and National Defense industry events, including NDIA IPMD, Colorado Aerospace Day, and Deltek ProjectCon
- Identify and develop sales enablement materials for sales and business development teams
- Project-managed creative deliverables by tracking multiple timelines and ensuring the timely execution of all content creation, including trade show signage and collateral design.
- Maintained the CEO's personal LinkedIn profile, demonstrating the ability to execute thought leadership initiatives.

Townsquare Media
Brand Manager

Poughkeepsie, NY
Dec 2020- Dec 2021

Townsquare Media is the third-largest radio broadcasting company in the U.S., with over 60 local markets and up to \$450M annual revenue

- Managed daily priorities and guided a team of 4 content creators to align their deliverables with the digital strategy funneled from executive leadership.
- Oversaw all B2C content across digital platforms (Instagram, Facebook, web), growing and maintaining the on-air and digital brand (WRRV).
- Planned and executed high-impact promotions and created social media content with a strong brand aesthetic.

Digital Content Creator

Sep 2017- July 2021

- Wrote engaging, local B2C content (averaging 10 articles/week) with a strong SEO focus, which drove over 90,000 pageviews in a single month.
- 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

Assistant Digital Manager

Sep 2020- Mar 2021

- Analyzed and reported on KPIs using Google Analytics for 5 radio/digital brands, providing data to improve content quality and performance.
- Managed a team of over 10 content creators to improve digital articles and social media content, ensuring team alignment with corporate strategy.
- Temporarily filled the position to assist with COVID staffing shortages

EDUCATION

SUNY College at Brockport, *B.S. Media Production & Broadcast Journalism*

2013- 2016

Activities: WBSU 89.1 The Point, Phi Sigma Sigma National Sorority, Order of Omega Honor Society, Video Production Teaching Assistant (TA)

TECHNICAL SKILLS

- HubSpot
- Salesforce CRM
- Hootsuite
- Canva & Adobe Express
- Adobe Illustrator
- Adobe Premiere & After Effects
- Contentful, WordPress, and Wix CMS
- Microsoft Teams and Microsoft Office Suite
- Slack
- Adobe Photoshop
- Adobe InDesign