

Taylor J. Reeves

Louisville, KY • taylor.reeves@email.com • (502) 555-8843 • [linkedin.com/in/taylorreeves](https://www.linkedin.com/in/taylorreeves)

Professional Summary

Marketing coordinator with 3 years of experience supporting digital campaigns, social media management, and content creation for a mid-sized B2C brand. Known for being organized, dependable, and able to bring creative ideas to life on a small team. Has contributed to several successful product launches and campaign rollouts but still early in career growth.

Experience

Marketing Coordinator

BlueRiver Outdoor Gear – Louisville, KY

Aug 2022 – Present

- Coordinated social media content calendar across Instagram, Facebook, and LinkedIn, growing audience by ~18% over 18 months.
- Supported 3 seasonal product launches by creating marketing assets (emails, landing pages, social posts) in partnership with the design team.
- Assisted with influencer outreach and managed product seeding list of 25+ micro-influencers.
- Helped organize brand's first small-scale ambassador event, increasing regional brand awareness.
- Compiled campaign performance reports and presented findings to marketing manager.

Marketing Assistant

BlueRiver Outdoor Gear – Louisville, KY

Jul 2021 – Jul 2022

- Wrote and scheduled email newsletters to ~20K subscribers using Mailchimp.
- Managed product photography updates for website and e-commerce platforms.
- Helped run paid social ads by coordinating with an outside agency on creative and targeting.

- Provided administrative support such as vendor communication and file organization.

Marketing Intern

Kentucky Derby Museum – Louisville, KY

Jan 2021 – May 2021

- Drafted social media copy and monitored community engagement.
 - Assisted with small promotional events and press kit assembly.
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Skills

- Social Media Management (Instagram, Facebook, LinkedIn, TikTok)
 - Email Marketing (Mailchimp, Klaviyo)
 - Basic Graphic Design (Canva, Adobe Illustrator)
 - Content Writing & Editing
 - Event Coordination & Vendor Communication
 - Google Analytics & Social Metrics Reporting
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Education

Bachelor of Science in Marketing

Western Kentucky University – Bowling Green, KY

Graduated: May 2021

Notable Projects

- **Spring Gear Drop Campaign (2023):** Managed content rollout for a mid-level product line; social campaign reached 250K+ impressions with 5% engagement.
- **Regional Outdoor Influencer Program:** Identified and managed 25 micro-influencers to create authentic product placements.