**Taylor J. Reeves**  
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**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.

**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

**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.