

Chris Taylor

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Professional Summary

Marketing professional with over 7 years of experience in digital marketing, social media management, and content creation. Strong communication and project management skills with a focus on brand development and customer engagement. Seeking to transition into a new career path in data management.

Core Competencies

- Digital marketing and social media management
 - Content creation and copywriting
 - Brand development and strategy
 - Customer engagement and relationship management
 - Project management and coordination
 - Basic data analysis and reporting
 - Proficient in Microsoft Office Suite
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Professional Experience**Digital Marketing Specialist**

Creative Marketing Solutions, Perth, WA

May 2018 – Present

- Developed and executed digital marketing campaigns to increase brand awareness.
- Managed social media accounts and created engaging content.
- Analyzed marketing data to measure campaign effectiveness.
- Collaborated with cross-functional teams to develop marketing strategies.
- Coordinated events and promotional activities.

Marketing Coordinator

Innovative Advertising, Perth, WA

January 2015 – April 2018

- Assisted in the development and implementation of marketing plans.
- Created marketing materials and managed content calendars.

- Conducted market research and analyzed consumer trends.
 - Supported the execution of marketing campaigns and events.
 - Maintained relationships with clients and vendors.
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Education

Bachelor of Arts in Marketing

Curtin University, Perth, WA

Completed: 2014

Diploma in Digital Marketing

TAFE Western Australia, Perth, WA

Completed: 2013

Certifications

- Google Analytics Certified
 - HubSpot Content Marketing Certified
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Special Requirements

- Current Western Australian 'C' class driver's license
 - Availability for shift work and weekend work
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References

Available upon request.