**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

**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.

**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

**Special Requirements**

* Current Western Australian 'C' class driver’s license
* Availability for shift work and weekend work

**References**

Available upon request.