

Taylor Ball

Tyler, TX | taylorballcpt@gmail.com | (903) 330-6515

[Portfolio](#) | [LinkedIn](#) | [vividweb](#)

Professional Summary

Creative and adaptable marketing professional with 5+ years of experience in digital strategy, content creation, and campaign execution. Skilled in managing multi-channel initiatives, optimizing customer engagement, and building web-based tools that improve workflow and results. Known for taking ownership of projects, solving problems with technology, and creating authentic brand experiences across industries.

Professional Experience

ETX Brewing Company – Tyler, TX

Marketing Lead & Operations Manager | Dec 2022 – Present

- Led all marketing and brand efforts including social media strategy, email marketing, event campaigns, and lead capture systems.
- Developed custom digital tools using React/Node.js to streamline staff workflows and customer engagement.
- Created platform-specific video and graphic content to grow social presence (15k+ Facebook, 5.3k+ Instagram).
- Improved web presence with a redesigned, mobile-friendly WordPress site optimized for SEO and conversions.

Sales & Marketing Specialist | Jul 2022 – Present

- Built product sales strategies and collaborated with distributors to expand market reach.
 - Managed partner communications and internal campaign alignment.
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Vivid Web Development – Remote / Tyler, TX

Freelance Web Designer & Digital Marketer | Jul 2018 – Present

- Designed 10+ SEO-optimized websites using WordPress, improving user experience and brand visibility for small businesses.
 - Managed full-funnel marketing campaigns from design to analytics reporting.
 - Produced social media content, promotional videos, and brand assets using Canva, Premiere Pro, and Photoshop.
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Life Changing Fitness – Tyler, TX

Personal Trainer & Content Creator | 2018 – Present

- Developed engaging content for fitness clients to drive lead generation and retention.
 - Managed digital client touchpoints including social media campaigns and automated email workflows.
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Skills

- **Marketing & Strategy:** Campaign Execution, Email Marketing, Lead Funnels, Community Engagement
 - **Creative Tools:** Canva, Adobe Creative Suite, Premiere Pro, Photoshop, CapCut
 - **Web & Tech:** WordPress, HTML/CSS, JavaScript, React, Firebase, Node.js, EmailJS
 - **Analytics:** Google Analytics, Firebase Logs, KPI Reporting, Data Optimization
 - **Operations:** Process Improvement, Workflow Automation, Cross-Team Collaboration
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Education & Certifications

B.S. Kinesiology (90 Credit Hours Completed)

University of Texas at Tyler

Certifications

- Certified Personal Trainer (NASM)
 - Sports Performance Specialist (NASM)
 - TABC Certified (2024–2026)
 - CPR / AED
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Projects

Task Console App (*React, Firebase*)

- Created a custom staff task manager for a local business, featuring real-time updates, email reporting, and role-based access.

Client Web Projects (*Vivid Web Development*)

- Delivered full-stack marketing solutions (branding, websites, analytics) for retail and hospitality clients.
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Interests

Creative problem solving, mountain biking, building things that make life smoother, and supporting small business growth.