

# Taylor Ball

Tyler, TX | +1-903-330-6515 | taylorballcpt@gmail.com

## Professional Summary

---

Growth-focused digital marketer with 6+ years of hands-on experience running Meta, TikTok, and Google ad campaigns for DTC and lifestyle brands. Blends creative instinct with analytical rigor to develop paid media strategies, build conversion-optimized landing pages, and lead client-facing performance reviews. Experienced in ad creative briefing, content analysis, and campaign iteration. Hungry to grow fast and thrive in fast-paced, startup-style environments.

## Key Skills & Tools

---

- **Paid Media:** Meta Ads Manager, TikTok Ads, Google Ads, A/B Testing
- **Creative Strategy:** Ad Briefing, Trend Spotting, Content Analysis
- **Client-Facing Experience:** Campaign Reporting, Strategy Pitches, Retention Focus
- **Analytics:** GA4, Facebook Pixel, UTM Tracking, Excel (Pivot Tables, Reports)
- **Landing Pages & CRO:** Shopify, WordPress, Conversion Tracking
- **Tools:** Canva, Airtable, Microsoft 365, Presto SQL, Google Sheets

## Professional Experience

---

### Vivid Web Development

*Freelance Growth Strategist / Paid Media Specialist* — Remote / Tyler, TX

*Jul 2018 – Present*

- Built and launched Meta and TikTok ad campaigns for DTC brands in fitness, gear, and outdoor spaces.
- Developed ad creative briefs aligned with audience personas, product positioning, and trend formats.
- Reported campaign results to clients with actionable growth strategies using GA4 and UTM-tagged metrics.
- Worked directly with startup founders and marketing leads on scaling customer acquisition with lean budgets.

### ETX Brewing Company

*Marketing & Promotions Coordinator* — Tyler, TX

*Dec 2022 – Present*

- Launched and optimized paid social campaigns promoting events, products, and seasonal launches.
- Wrote creative copy and sourced visuals for content across Meta and Instagram.
- Built and tested event-focused landing pages and tracked conversion through GA4.
- Led creative strategy for “Hunting Season Lager” rebrand — including ad content and organic support.

### Life Changing Fitness

*Digital Campaign & Content Manager* — Tyler, TX

*2018 – Present*

- Managed paid social and content calendars for wellness and lifestyle products.
- Analyzed ad creative performance and audience engagement to inform weekly campaign refreshes.
- Created landing pages and funnels tailored to seasonal engagement trends and product drops.

## Education & Certifications

---

### University of Texas at Tyler

*B.S., Kinesiology -* – Coursework Completed

## Relevant Projects

---

### Hunting Season Lager Campaign

*ETX Brewing Co.*

- Led a seasonal rebrand of our flagship Lite Lager with a camo-themed label and targeted campaign across Meta and in-store signage.
- Designed to resonate with hunters and outdoorsmen in the region.

### Outdoor Lifestyle Social Presence

- Built a personal Instagram community (1.4K+ followers) centered on fishing, camping, biking, and overlanding across the Southern states-used as a visual inspiration hub for marketing tone and outdoor consumer insight.