

EMILY TAYLOR

PROFESSIONAL SUMMARY

Marketing professional with a Bachelor of Commerce in Marketing & Management and 5 years of experience in digital marketing, content creation, and analytics. Demonstrates expertise in email marketing, audience segmentation, and promotional strategies, with a proven ability to increase social media engagement and foster community trust. Skilled in collaborating with teams to enhance visual merchandising and develop targeted strategies, aiming to drive continued success and innovation in marketing initiatives.

EMPLOYMENT HISTORY

MARKETING COORDINATOR

Feb 2023 - Present

Bright Future Tutoring

Melbourne, VIC

- Assisted in designing and analysing email campaigns, achieving an average 32% **open rate** and providing insights for continuous improvement
- Crafted and implemented social media strategies that led to an 18% increase in followers over six months, expanding brand reach.
- Analyzed audience demographics and engagement metrics, informing content creation to drive a noticeable uptick in follower retention.
- Partnered with tutors to gather and showcase student achievements, enriching marketing materials and fostering community trust.

RETAIL ASSISTANT

Dec 2020 - Dec 2022

Cotton On

Melbourne, VIC

- Assisted over 80 customers per shift, ensuring high satisfaction and efficient service.
- Managed cash register daily, maintaining accuracy and supporting inventory checks.
- Collaborated on in-store promotions, enhancing visual displays during busy seasons.
- Engaged with customers to enhance their shopping experience, fostering loyalty and creating a welcoming environment.

EDUCATION

BACHELOR OF COMMERCE (MARKETING & MANAGEMENT)

2020 - 2023

Monash University

Melbourne, VIC

- Achieved a GPA of 3.2/4.0, Credit average
- Coursework included Consumer Behaviour, Digital Marketing, and Business Analytics

SKILLS

Email Marketing, Promotional Strategies, Audience Segmentation, Visual Merchandising, Content Strategy, Community Outreach.

ADDITIONAL INFORMATION

MELBOURNE FOOD & WINE FESTIVAL

Marketing Volunteer

- Assisted in executing promotional campaigns and engaging with 500+ event attendees, enhancing overall festival visibility
- Worked with a team of 6 volunteers to coordinate logistics and ensure the smooth delivery of 5 large-scale events

LANGUAGES

- English (Native); Mandarin (Conversational)