

Tayleur Hylton
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EDUCATION

New York University – New York, NY

Gallatin School of Individualized Study - Marketing: Through the Consumer's Perspective

GPA: 3.4/4.0

Anticipated May 2018

RELEVANT COURSEWORK

Innovations in Marketing

Advertising for Campaigns

Patterns of Entrepreneurship

Digital Marketing

Selling and Sales Management

SKILLS

Proficient in Microsoft Office (Word, PowerPoint, Excel) and G-Suite Applications

Basic experience using Photoshop, Illustrator, InDesign

Apt with research and organization/able to adapt to stressful work environments

Apt with social and digital media platforms: Twitter, Facebook, Instagram, Snapchat, Youtube

Experienced with writing, public speaking, and creating visual aids

RELATED EXPERIENCE

She Bit Back Co.- Founder (New York)

Shebitback.com

December 2017 -Present

- Affiliate Marketing – Created a program to partner with Influencers via Instagram and Email
- Experience Customizing and Setting up an Ecommerce website via Shopify
- Experience utilize Facebook Advertising, and the information provided from Google Analytics
- Experience creating a cohesive and inspiring aesthetic for a new brand utilizing social media

Marketing Intern - Stylus Media Group(London)

September 2016 – December 2016

- Engaged in work on databases such as Sprout Social, Salesforce and Alf Intelligence.
- Completed daily tasks in Excel and Microsoft Word.
- Event work at Stylus's Innovation Forum and Unbound London.
- Transcribed Client interviews.
- Created template emails for image permissions and gathered press contact information.
- Sourced photos from I-Stock for Stylus's book.

Marketing Intern – WayUp.com(NYC)

October 2015 – November 2015

- Collected data for the company's college tour.
- Reported new strategies based on data back to WayUp's marketing team.
- Completed daily tasks in PowerPoint and Excel.

Summer Temp/Intern – Standard and Poor's Capital IQ (NYC)

June 2015 – August 2015

- Worked mainly in excel and Standard and Poor's Database for the research and analytics department.

Sales Associate/ Brand Ambassador - WTRMLN WTR(NYC)

June 2015 - August 2015

- On-Site sales and demo representative for the company.
- Engaged and created relationships with surrounding stores in order draw in large pools of customers.

Marketing Intern – ReadyGraph(NYC)

May 2015 – June 2015

- Assisted marketing team by researching competitor information.
- Created presentations and pitches for the direction of the review site they were then building.

COMMUNITY ACTIVITIES

Manny Cantor Volunteer Program (Sirovich Center)

February 2017 – Present

- Prepared and served dinner to senior citizens weekly.