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**Taylon Breanne Breeden**

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**479-221-1317**

**PROFILE:**

With a knack for social media, marketing, and people I make an ideal business

professional. My entrepreneurial-mind combined with my motivational drive to do my

best, will benefit your company.

**RELEVANT SKILLS**

Social Media Strategy, Marketing Strategy Brand Building, Public Speaking, Quickbooks, Microsoft Excel,

**EXPERIENCE:**

**OWNER/SOCIAL MEDIA CONSULTANT- E-COMMERCE ENTERPRISE**

APRIL 2012-PRESENT ROGERS, AR

• Presented periodical campaign reports to customers.

• Supervised and optimized campaign development and collaborated with clients to clear up

possible disparities.

• Developed and executed successful social media programs for multiple clients.

• Increased brand presence in digital using different online sites such as Facebook and

Twitter.

**EVENT COORDINATOR-STORE OF THE COMMUNITY MARKETING FIRM**

APRIL 2013-PRESENT BENTONVILLE, AR

• Presented periodical campaign reports to customers.

• Planned, analyzed and executed media across various advertising tools

• Collaborated with Marketing Department to develop synergies for clients at important

events.

• Used online tracking tools to monitor web traffic and optimized website as needed to ensure

success.

• Controlled and reported campaign results.

• Created and organized various entertainment initiatives for customers, and prospects.

**VOLUNTEER EVENT COORDINATOR ROGERS ANIMAL SERVICES**

JANUARY 2013-MAY 2013 ROGERS, AR

* Responsible for overseeing the implementation of the Animal Shelter’s volunteer program and fundraising/community events.
* Recruited and cultivated volunteers, ensures they are properly trained and managed, and supervised them as needed.
* Organized events at the shelter and in the community, working with the board of directors and other staff to implement the vision for each event with marketing, volunteers, activities, auction and/or raffle items, etc.
* Represented the shelter, as needed, in public and effectively communicated the mission of the shelter in an positive and appropriate manner..
* Understands and works with shelter staff to assist with adoptions

**SPA RECEPTIONIST/COORDINATOR- SPA BOTANICA**

APRIL 2012-JULY 2012 ROGERS, AR

• Administrative assistant duties

• Greeted all guests entering spa with a warm welcome.

• Answered questions and accommodated requests for treatments by scheduling

appointments in a timely, helpful and friendly manner.

• Handled guest complaints courteously, offered solutions and followed through on everything

requested by guest until a satisfactory conclusion was met.

• Possessed a working knowledge of activities department.

• Check all facilities for neatness and cleanliness and communicate to manager as necessary.

**SOCIAL MEDIA MANAGER-RETAIL INTEGRITY INC**

FEBRUARY 2012-MAY 2012 ROGERS, AR

• Increased brand presence in digital using different online sites such as Facebook and Twitter.

• Created and maintained various social networking tools, such as Facebook,

Twitter, Flickr, LinkedIn, Pinterest, or Foursquare.

• Performed several viral marketing techniques, employed search engine optimization

strategies, and online advertising to improve online visibility, and generated more traffic and

to increase sales.

• Recommended and directed diverse strategies for content development in accordance with

SEO strategies. Integrated social media campaigns with SEO and PPC strategies.

• Monitored trends in social media tools and advised on best practices.

• Developed various tactics such blog posts, articles in related media, and customer video

briefs to support online marketing campaigns.

**SOCIAL MEDIA COORDINATOR-KELLEY LAW FIRM**

OCTOBER 2011-JAN 2012 ROGERS, AR

• Created and maintained various social networking tools, such as Facebook,

Twitter, Flickr, LinkedIn, Pinterest, or Foursquare.

• Increased brand presence in digital using various online sites such as Facebook and Twitter.

• Presented new social media ideas and plans to managers and clients.

**INTERNSHIP:**

2010 - Writer/researcher - Channel 5 News! FORT SMITH, AR

**EDUCATION:**

Associate degree program in Accounting

**VOLUNTEER ACTIVITY:**

2013 – PRESENT - Event Coordinator-Rogers Animal Services

2012 – PRESENT - Foster Home - Rogers Animal Services