

TAYLOR EDGINTON

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Versatile marketing leader bringing 9 years of experience in startup and high-tech environments. 6 years of people management. Specialized in brand strategy, value-based messaging, and engaging multiple target audiences.

EXPERIENCE

Marketing Director, Pingman Tools

March 2022 – Current

- Led the acquisition of 400+ new SaaS customers and \$100K+ MRR.
- Generated 3K+ inbound leads through search, tradeshow, and social channels.
- Engaged individual and enterprise audiences through website-centric buyer journeys.
- Developed strong personal connections while managing a team of 4 sales and marketing people.

Operations Director, Pingman Tools

January 2019 – March 2022

- Grew revenue 40% YOY and maintained 100% retention through COVID disruption.
- Led a 12-person company and managed 8 creative, sales, and support direct reports.
- Directed the acquisition of early-adopter customers and product strategy for a new SaaS product.
- Fostered a flourishing environment by championing conversational capacity and establishing shared values.

Sales & Marketing Director, NoPileups

January 2017 – January 2019

- Developed a multi-million dollar brand that is still in use by the acquiring company.
- Supported individual growth while managing a team of 7 sales, creative, and operations people.
- Defined brand strategy and directed the creation and execution of website, print, email, direct mail, and video assets.
- Generated awareness among 80% of the target market through media and tradeshow campaigns.

Marketing Manager, Nessoft

July 2014 – January 2017

Defined brand strategy and modernized the look and feel of multiple software products. Generated \$100K+ in new revenue with email marketing. Implemented responsive design and converted website to Drupal.

Campaign Coordinator, University of Idaho

September 2011 – December 2013

Engaged thousands of prospective students through email and direct mail campaigns with messaging consistent with the corporate brand. Trained admissions staff on CRM concepts and usage. Managed event registration and reporting systems.

SKILLS

Leadership (strategy, coaching, storytelling), Marketing (branding, integrated campaigns, analytics), Web development (HTML, CSS, JS, PHP), Data analytics (Python, Plotly, Tableau), CRM administration (Zendesk, Zoho, Talisma)

EDUCATION

Vistage, Key Group Member

September 2018 – Current

- 5+ years of leadership training and development
- Studied MBA-level topics like strategic planning, business culture, finance, and group dynamics.

Leaders Who Coach, Certificate

June 2016 – July 2016

- 6+ years of coaching in the workplace
- Improved listening, management, and leadership skills.

University of Idaho, BS Marketing

August 2007 – May 2011

- Minor in statistical analysis
- Winner of elevator and startup pitch competitions.