

Taylor Edginton

Marketing Director

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Boise, ID
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- Proven success leading teams in diverse roles, overseeing up to 8 direct reports.
- Creative problem-solver with skills honed through 5 years in the Vistage Key Executive Group.
- Delivers value at both strategic and tactical levels, possessing versatile skills and broad knowledge.

RELEVANT EXPERIENCE

Marketing Strategist at Valitics (2023 - Present)

- Conducted research and provided consulting for e-commerce, publicly traded, and local business clients.
- Implemented website updates on 20+ websites using HTML, CSS, & JavaScript.
- Developed analytics & reporting solutions using Python, Google Analytics, Google Tag Manager, LookerStudio.

Marketing Director at Pingman Tools (2019 - 2023)

- Tested product-market fit and established sales traction in new segments. Led team of 8.
- Achieved \$100k+ monthly recurring revenue (MRR) acquiring new customers through call center industry trade shows.
- Facilitated connections for hundreds of remote working lawyers during COVID lockdowns.

Marketing Director at NoPileups (2016 - 2019)

- Scaled a category-defining technology service in the car wash industry. Led team of 7.
- The "Wash More Cars" campaign generated widespread awareness in the target market, utilizing print ads, thought leadership, direct mail, lead generation, trade shows, and personal sales.

Marketing Manager at Nessoft (2014 - 2016)

- Increased average monthly sales revenue by \$30k with new version release campaigns. Led team of 2.
- Rebranded to Pingman Tools successfully positioning the company for future growth.

EDUCATION

B.S. Marketing, University of Idaho

- Minor in statistics

Certificates

- Coaching Essentials, Leaders Who Coach
 - Google Analytics 4, Google
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