

CASEY TAYLOR

AUG 15 2028

# Creative Portfolio



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# Introduction

ABOUT ME

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# Personal Skills



## Content Creation

- blog
- social media
- videos
- web design



## Digital Marketing

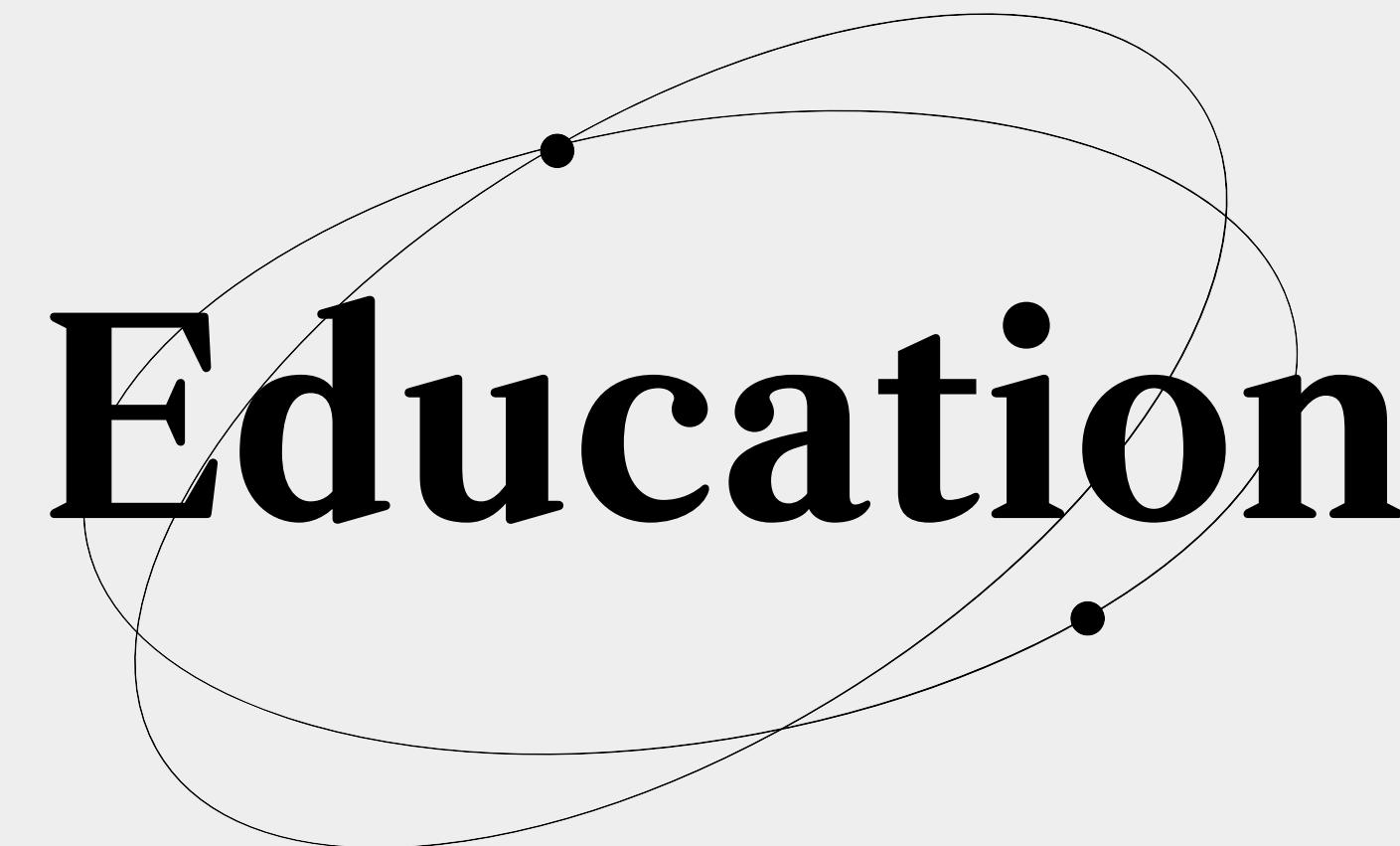
- social media
- email
- SEO

## Project Management

## Campaign Management



# Education



2009-2013

Bachelor in  
Visual Arts

MIRI University  
of Design

Double Major in  
UX Design & 2D Design



# Work Experience

Digital Marketing Specialist, ABC Company  
(2021 - Present)

Marketing Coordinator, XYZ Corporation  
(2018 - 2021)

Brand Ambassador, GHI Retail (2016 - 2017)

Drove significant growth across social media, SEO, and email marketing, leading to increased brand awareness, website traffic, and marketing ROI.

Planned and executed multi-channel marketing campaigns that enhanced brand visibility and generated quality leads for the sales team.

Represented the brand enthusiastically, engaging customers and collecting valuable feedback to improve the customer experience.

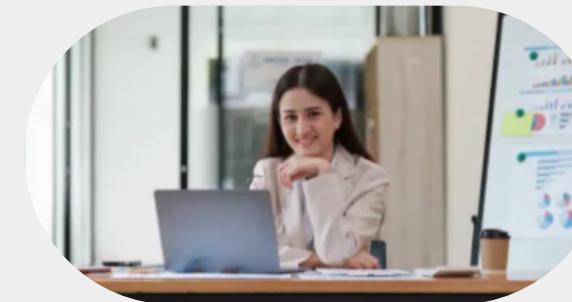


# Project Overview

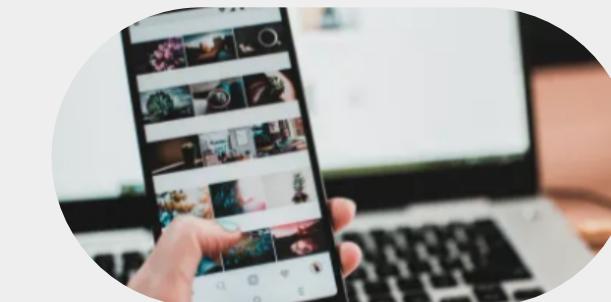
## Highlight Projects



Social Media Rebranding Campaign



Brand Identity Refresh



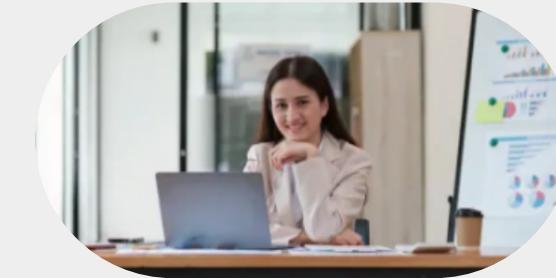
Event Marketing Activation

# Project Details



## Social Media Rebranding Campaign

Developed a comprehensive social media strategy to refresh the company's brand image and messaging across key platforms. Increased social media following by 28% and engagement rates by 32% within the first 6 months of implementation



## Brand Identity Refresh

Conducted market research and competitive analysis to develop a refreshed brand identity, including a new logo, color palette, and visual guidelines. Rolled out the updated branding across all marketing materials, resulting in a 20% increase in customer perception of the brand's value and credibility.



## Event Marketing Activation

Planned and executed a successful trade show presence, including interactive booth experiences and engaging content to attract potential customers. Generated 35% of the company's quarterly sales pipeline and a 28% increase in qualified leads from the event.



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# Contact

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Let's Work  
Together

