

Melissa Taylor

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Summary

Versatile graphic designer, proficient in digital marketing and website design. Proven success in creating compelling designs and seamlessly integrating them into strategic marketing initiatives. Eager to leverage my creative expertise for digital content creation, enhancing brand visibility, and driving engagement. Adept at collaborative teamwork and thriving in dynamic environments. Ready to contribute a unique blend of design proficiency and marketing acumen to elevate digital campaigns.

Skills

- Strategic Vision
- Creative Adaptability
- Client-Centric Communication
- Brand Consistency Maintenance
- Time Management and Prioritization

- User-Centric Design Thinking
- Digital Trends Awareness
- Cross-Platform Social Media Proficiency
- Data-Driven Decision Making
- Collaborative Problem-Solving

Technical Skills

- Adobe Creative Suite
- Web Development & Design (HTML, CSS, JavaScript, React, Vercel, Git/Github)
- Figma, Canva
- Hootsuite, Mailchimp, Hubspot, Asana
- MS Office

Experience

SENIOR DIGITAL DESIGNER & MARKETING COORDINATOR | 06/2023 - Current

Fabricland - Toronto, ON

- Led end-to-end design for impactful product packaging, store signage, and advertising content, ensuring meticulous attention to detail.
- Innovatively created and managed product designs, overseeing the transition from concept to print for a cohesive visual identity.
- Produced captivating product information videos, effectively communicating key features to internal stakeholders and customers.
- Collaborated with the marketing team to analyze sales and market trends, contributing to content schedules for social media campaigns.
- Delivered high-quality weekly assets, aligning with strategic marketing initiatives and maintaining consistent brand messaging across channels.
- Orchestrated the company's social media marketing plans, infusing creative design for enhanced brand presence and customer engagement.
- Conducted market research and competitor analysis, shaping data-driven marketing strategies and optimizing campaign effectiveness.
- Collaborated on visually compelling presentations and sales collateral, supporting successful client pitches and business development efforts.

WEB & DIGITAL MEDIA COORDINATOR | 10/2022 - 01/2023

Canadian Institute of Steel Construction - Markham, ON

- Led the development and execution of impactful web and digital media strategies for a government grant program, ensuring brand alignment with CISC and government guidelines.
- Produced engaging multimedia content, including ads and videos, optimizing for various platforms and driving program awareness.
- Managed vendor relationships, negotiating costs with print houses and billboard companies, ensuring timely delivery of promotional materials.
- Collaborated with internal and external stakeholders to maintain brand consistency across digital channels, fostering a compelling online presence.

- Utilized data analytics to evaluate the effectiveness of initiatives, providing actionable insights for continuous optimization of digital strategies.
- Designed and implemented the company's onboarding marketing plan, integrating digital campaigns to enhance the new employee experience and foster engagement.
- Conducted keyword research, implemented SEO and SEM strategies, and monitored key performance indicators to boost online visibility and improve search engine rankings.
- Kept abreast of industry trends, digital marketing best practices, and emerging technologies, proactively recommending and implementing innovative solutions to maintain a competitive digital presence.

SENIOR MARKETING SPECIALIST | 09/2021 - 07/2022

Optimize Wealth Management - Toronto, ON

- Led the design and development of the company's public website and internal web portal, utilizing UX/UI concepts and front-end coding for enhanced user experience.
- Integrated interactive investor service tools seamlessly with Hubspot CRM, ensuring efficient and streamlined communication processes.
- Created captivating graphic and motion assets, 3D mockups, edited videos, and crafted compelling copy for social media and other digital platforms, contributing to brand visibility and engagement.
- Collaborated closely with the CEO and key stakeholders to shape the company's brand strategy, aligning it with evolving user requirements and market trends.
- Oversaw the creation and execution of various marketing campaigns, leveraging data-driven insights to achieve substantial business growth throughout my tenure.
- Designed and implemented the company's onboarding marketing plan, contributing to a seamless and engaging experience for new clients and investors.
- Maintained a focus on marketing priorities, ensuring that all efforts aligned with strategic business objectives and brand positioning.
- Fostered a culture of innovation within the marketing team, encouraging the exploration of new technologies and trends to stay ahead in the dynamic wealth management industry.

UX ASSISTANT | 01/2021 - 06/2022

TORONTO METROPOLITAN UNIVERSITY & TED ROGERS CARDIAC GENOME CLINIC - Toronto, ON

- Assisted Senior Bio-Informaticians at the Ted Rogers Cardiac Genome Clinic on a concept project pertaining to data visualization for cancer research.
- Using UX/UI concepts, collaborated with research team to fully understand the needs of the end user and the goals of the research team
- Used design-thinking concepts, collaborated with research team to fully understand the needs of the end user and the goals of the research team
- Utilized Blender, Fusion 360 and Unreal Game Engine to design and execute, from thousands of 2D data points, a 3D user experience which allows users enhanced and more effective data visualization and manipulation capability.

Education

University of Toronto - Toronto, ON | Certificate of Completion

Full-Stack Web Development, 04/2023

Toronto Metropolitan University - Toronto, ON | Bachelor of Arts

Media Production, 08/2021

Certifications

Hootsuite Platform Management Certificate 2020

Hootsuite Social Marketing Certificate 2021