

Kenya Taylor

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EXPERIENCE

Jason Standard & Co.

Marketing & Sales

January 2008 – Present

- Created and operated a product development arm for a multi media company.
- Developed, manufactured sold and distributed branded product.
- Created, published and distributed marketing material for the product through multiple mediums like T shirts, Magazines, Video, Posters, Flyers, Street Teams, Internet and Radio.
- Negotiated with tastemakers and companies to establish cross promotions for the brand.

Astar Enterprise

Marketing & Sales

November 2004 – January 2008

- Assumed full responsibility for designing and implementing all lead-generation programs
- Designed a wide variety of marketing materials including counter cards, posters, T shirts, newsletters and other print advertising
- Creative Campaign Development & Execution; Responsible for formulating targeted marketing ideas, producing positive results for the clients
- Design and produce integrated web, print, broadcast and e-mail campaigns, copy write ads, layout designs and produce/track all insertion orders
- Perform highly detailed analysis of lead performance on a weekly basis, identify new marketing trends
- Directed campaigns including radio, print, web and outdoor advertising, direct/e-mail programs, managed national street team.

S & S Graphics

Marketing & Sales

March 1998 – September 2004

- Maintain solid base of high quality, low-cost suppliers for graphic design, promotional items, and print and video production
- Track actual costs against budget, reconcile differences, negotiate make-goods and ensure costs are within allocated monies
- Liaised with client executives to design branding and positioning and develop cost-effective marketing campaigns. Earned a solid reputation for producing strong results
- Marketing & Communications professional with solid record of driving sales, a hands-on leader with expertise in branding, advertising, media planning, collateral/website development, public relations, and event marketing
- Provided hands-on management; developed plan for each project, managed design (copywriting, layout, type of item, printing) of all marketing materials (web sites, brochures, kits and customized presentations, and premiums), oversaw distribution, traveled to offices to provide onsite marketing consultation
- Designed and executed successful advertising and marketing strategies (tradeshows, direct mail, advertising, product sheets, application kits, broker kits, brochures) to increase sales
- Position required strong creative design and desktop publishing skills as well as the ability to manage multiple projects simultaneously from conception through printing and distribution

EDUCATION/ SKILLS

New York Technical College CUNY, Marketing Management

Photo Shop, Microsoft; Word, Excel, Powerpoint, Windows, Mac OS, Social Marketing, Grassroots Marketing, Guerilla Marketing

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