

Los Angeles, CA
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Taylor Johnson

EXPERIENCE

Shopkick, Redwood City, CA – *Content Curator & Social Media Lead*

12/2017 - Present

- Manage Content team, hold weekly meetings, oversee daily workload and responsibilities
- Responsible for mobile app's entire content pipeline from origination, execution, QA, to release
- Determine digital merchandising strategy for Discover tab, cross-collaborating with marketing and social teams to promote content within
- Own communication and creation of lookbooks with retail partners such as Best Buy, T.J. Maxx, Marshalls, and more.
- Manage all social platforms (Facebook, Twitter, Instagram, & Pinterest)
- Respond to user comments daily
- Create all social content

Facebook, Menlo Park, CA – *Lead Instagram Spam Analyst*

04/2017 - 12/2017

- Evaluate 2,000+ Instagram accounts daily for spam and abuse with >99% accuracy
- Identify trends in spam behavior and derive actionable insights to improve team strategy and policy enforcement.
- Answer many different inquiries through the online queue
- Review user media accounts daily to determine whether or not they are spam account
- Create process improvements within queue

Google, San Jose – *Content Review Analyst*

02/2017 - 04/2017

- Review 1000+ articles per week by more than 300 publishers to observe and report error trends to project manager for resolution.
- Maintain up-to-date knowledge and understanding of current and new policy updates through passing weekly examinations.
- Suggest and implement process improvements.
- Demonstrate critical thinking and attention to detail to review content against existing policies.
- Responsible for personal productivity and quality with minimal supervision.

City Year, San Jose, CA – *Americorps member and Team Communications Coordinator*

08/2016 - 02/2017

- Manage the school's social media accounts daily. (Twitter, Facebook, Snapchat, and Instagram)
- Responsible for the successful coordination of school based events.
- Created and implemented lesson plans for one-on-one and small group tutoring in English and History.
- Collaborate with teachers, administrators, social workers, and curriculum specialists daily for student progress.

EDUCATION

California State University Monterey Bay, Seaside, CA – *B.A. in Human Communications minor in Journalism & Media Studies*

SKILLS

Social Media Analytics
Google Suite
Microsoft Office

Adobe Indesign
Adobe Photoshop
HTML