

TAYLOR FLEWELLING

📞 (517) 614-6980

◦ DETAILS ◦

(517) 614-6980
flewell7@msu.edu

◦ SKILLS ◦

HTML/CSS

Web Design

Web Analytics

Google Analytics

Google Ads

Inbound Marketing

Copywriting

Influencer Marketing

Customer Relations

Social Media

Digital Media

Salesforce

Analytical Thinking

Microsoft Excel

Sales

Hootsuite

MailChimp

Membership Management
Software

Adobe Creative Suite

Workplace Communications

Google Ads Display Certified



EDUCATION

Michigan State University, East Lansing, MI

August 2018 — May 2021

Bachelor of Arts in Media and Information | Expected Graduation May 2021

College of Communication Arts and Sciences

Concentration: Information, Management and Design for Society

Cumulative GPA: 3.73 ; Deans List Fall 2019, Spring 2020, Fall 2020



EMPLOYMENT HISTORY

Brand Experience Marketing Intern at TechSmith Corporation, Okemos, MI

September 2020 — Present

- Customized brand message to reach and capture target audience and engagement
- Design, test, and draft copy for Landing Pages to improve user experience and increase conversions
- Assisted the Marketing team with developing and implementing social media and digital marketing strategies
- Contribute creative approaches for identifying and working with partners and influencers to increase their impact on our prospects and customers
- Developed frequent performance reports on various web pages, email campaigns, and digital events
- Use photo and video editing software to help improve workplace communications both internally and externally, drafted copy for internal and external communications

Communications Intern at County Road Association of Michigan, Lansing, MI

May 2020 — August 2020

- Wrote news releases, social media posts, newsletter articles and magazine articles
- Tracked leads and developed new innovative ways to serve diverse audiences
- Developed and designed process to track road commission millage's for 83 Michigan counties and 170+ townships
- Communicated with county road commission and county road department members, legislators, state and local government officials, the general public and media
- Created graphics and provided insights to increase social media engagement with associate members and general public

Food Server/Bartender at Chili's Grill & Bar, Okemos, MI

March 2017 — Present

- Collaborated with a team of over 20 individuals in a fast-paced environment to serve customers efficiently
- Exceptional interpersonal skills and aptitude for building rapport with a diverse range of customers, managers, and colleagues; talent for quickly resolving issues prior to escalation
- Success multitasking while maintaining while remaining professional and courteous