

TAYLOR OLDS

CONTACT

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EDUCATION

UMUGC

Bachelor of Science in Marketing & Digital Media and Web Technology
2022-2024

UMUGC

Associates General Studies
2020-2022

SKILLS

- SEO Strategy and Optimization
- Visual Content Creation
- Copywriting and Editing
- Client Relationship Management
- Event Planning and Coordination
- Adobe Creative Suite
- Project Management
- Team Collaboration
- Leadership
- AI Tools
- Google Analytics

ABOUT ME

Innovative and results-oriented Content & Social Media Specialist with expertise in digital media, web technology, and strategic communication. Proven ability to execute multi-channel content strategies, drive brand awareness, and support lead generation efforts. Proficient in content creation, social media management, and analytics tools. Adept at collaborating with cross-functional teams and optimizing performance through data-driven insights.

WORK EXPERIENCE

BRAND MARKETING MANAGER & MULTIMEDIA DESIGNER

Concrete & Palm (2022-2024)

- Developed and executed multi-channel communication strategies, improving brand awareness and engagement.
- Designed visually compelling assets using Adobe Creative Suite to enhance digital presence and marketing impact.
- Analyzed campaign performance using Google Analytics and keyword tracking tools, providing actionable insights.
- Leveraged AI tools to optimize content creation workflows and improve SEO rankings.
- Created high-quality marketing content including blog posts, email campaigns, newsletters, and product assets to support growth.

FOUNDER & MANAGER

Your Party Besties (July 2022- January 2024)

- Launched and managed a business specializing in curated gifts and event planning, leading marketing campaigns to increase engagement.
- Created and enforced policies, standards, and SOPs for web strategy and content management.
- Oversaw business operations including product development, sales, and customer service, ensuring effective execution.
- Developed SEO-focused content to improve online visibility and attract target audiences.

INFORMATION SYSTEMS TECHNICIAN

United States Navy (March 2013- May 2018)

- Managed software and hardware installations, upgrades, and repairs, ensuring system reliability and security across global networks.
- Resolved over 300 technical issues, improving network reliability for 6,473 users, and led deployment of critical software upgrades.
- Restored network services to ensure seamless operational continuity, demonstrating adaptability and problem-solving skills under pressure.