

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 SEO Specialist with expertise in digital media, web technology, marketing, and strategic communication. Demonstrated success in crafting and implementing integrated SEO strategies, enhancing search visibility, and improving organic traffic. Proficient in tools like Google Analytics, Google Search Console, and keyword tracking software to deliver data-driven insights and optimize performance. Strong organizational and project management skills with a proven ability to manage multiple tasks, meet deadlines, and deliver high-quality results.

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.
- Built and maintained strong client relationships, offering strategic guidance on SEO content strategies.

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.
- Resolved over 300 technical issues, improving network reliability for 6,473 users across a global network.
- Led deployment of software upgrades, transitioning systems to improve performance and security.
- Restored critical network services, ensuring seamless operational continuity.