

TAYLOR WARD

Digital Marketing Specialist & Content Creator

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ABOUT ME

I'm passionate about health & wellness and inspiring others. I have pursued a career in the digital world of eCommerce and social media through managing marketing plans, content development/strategy creation and managing social platforms.

EDUCATION

University of Arkansas '17

Graduated with Bachelor's in Journalism with an emphasis in Advertising & Public Relations and a Minor in Marketing

EXPERIENCE

Digital Marketing Specialist

ReadtheLabl | Oct 2019 - July 2020

- Crafting health & wellness based content for use across eCommerce site, social media & print
- Social media management, post creation and scheduling
- Implementing and assisting in digital marketing strategy creation
- Managing website structure and updates
- Managing ad budgets and campaign creation
- Writing, proofreading and editing creative and technical content

Social & Digital Content Manager

OmniiX | April 2019 - Oct 2019

- Managed social strategy and calendar planning
- Developed social content
- Strategized blog posts
- Published company related news
- Oversaw creative development

Content Developer

OmniiX | April 2018 - Oct 2019

- Developed advanced skills in client/customer communication
- Created and uploaded copy for new product lines
- Managed online product creation and inventory
- Grew my knowledge of online retailers, the eCommerce world and how important having an online and social presence is in order to promote your brand or products

eCommerce Account Coordinator

Acosta Sales & Marketing | Aug 2017 - April 2018

- Contracted by Procter & Gamble
- Managed and maintained content for all P&G brands for both Walmart.com and Jet.com
- Utilized CMS platforms to upload content
- Managed and analyzed product and category data

Marketing Intern

Impressions Online Boutique | May 2017 - Aug 2017

- Assisted Marketing Director - managing social platforms; Facebook, Instagram, Pinterest, Snapchat
- Developed and managed blog
- Curated 'lifestyle' social media posts
- Advanced my understanding of the importance of social media and influencer relations

Customer Service/Inside Sales/Marketing Intern

Lauren James Co. | July 2015 - May 2017

- Worked directly with clients to develop and manage strategic content goals
- Created engaging and compelling content for eCommerce platforms based on SEO and keyword research
- Managed social media for private label brand - researching social media trends, developing influencer campaigns and guidelines, maintaining relationships with influencers

SKILLS

- Knowledge of social media trends and importance
- Photography
- Experience with Adobe Creative Cloud
- Editing, proofreading and developing copy
- Site Management Tools: Shopify, Wordpress, Squarespace
- Microsoft Office Programs
- SEO and Keyword Research
- Content Management Tools: Hootsuite and Buffer