



TAYLOR ROSE

tmrose2019@gmail.com / C: 732-773-7769
Clementon, NJ 08021

MY OBJECTIVE

Results-driven Social Media Coordinator, motivated to help organizations thrive through the implementation of various marketing campaigns and original social media content. Skilled in communicating effectively and working quickly and efficiently across multiple platforms. Seeking an opportunity to grow with a company.

SKILLS

- Adobe Creative Suite
- MS Office Suite
- Google Suite
- Social Media and Website Management
- Videography and Photography
- Wix, WordPress, and Squarespace
- Canva
- Later and Hootsuite
- Analytics
- Mail Chimp
- Client Interaction
- Proofreading

EXPERIENCE

Social Media Coordinator & Manager / Garden State Music Center - Toms River, NJ 07/2019 - 03/2020

- Managed social media accounts and implemented new strategies to build a following on Facebook and Instagram.
- Aligned all visual design and brand messaging elements to ensure consistency across digital advertising and marketing platforms.
- Performed billing, collection, and reporting functions for Instrument Rental Contracts.

Freelance Video Producer / Allegra Marketing Print Mail - Marmora, NJ 10/2019 - 03/2020

- Worked closely with Allegra, handling various facets of film production.
- Interfaced with clients to define project scopes of work, including budgets, creative vision, and deliverable schedules.

Marketing Intern / Bernie Robbins Jewelers - Somers Point, NJ 01/2018 - 05/2018

- Led concept development, graphics, storytelling and delivery of ideas for the company website and social media platforms.
- Edited content for Instagram Story advertisements for 3rd party vendors.
- Developed new marketing strategy using animation to educate clients on purchasing diamonds.

Administrative Assistant / V. Rose Excavating LLC - Toms River, NJ 05/2014 - 08/2018

- Overhauled recordkeeping system from manual to computer-based, creating a user-friendly and systematic information management system and reducing data retrieval time.
- Tracked expenses and documented records using Excel to improve financial flow.
- Ensured employees could dig safely, avoiding accidents that could endanger the public and interrupt vital utility services.

Photographer / Lucas Residential Appraisal Services - Toms River, NJ 06/2014 - 08/2018

- Photographed homes throughout Ocean and Monmouth County using DSLR cameras.
- Cropped, manipulated and performed color-balance for final images using Adobe Creative Suite.

EDUCATION

Stockton University - Absecon, NJ 05/2019

Bachelor of Arts: Communications
Magna Cum Laude

Ocean County College - Toms River, NJ 05/2016

Associate of Arts: Liberal Arts

PORTFOLIO

- <https://taylormarierose.journoportfolio.com/>