

# TAYLOR BATSON

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## Profile

- Passion for brand building and marketing innovation: Enhanced digital presence for Fan Data Insights, achieving a 23% engagement increase through targeted social media campaigns
- Organisation and proactive planning: Managed 3+ weekly campaigns using HubSpot and social scheduling tools, demonstrating strong time management under tight internal and external deadlines
- Attention to detail and accuracy: Ensured 100% error-free data entry across 5,000+ university IT records, combining precision with analytical problem-solving
- Professional experience: Gained hands-on exposure in marketing, design, and office administration, showcasing adaptability and management potential within team environments

## Education

### MSc International Marketing, King's College London

*Expected September 2026*

- Modules: Consumer Behaviour, Research in Marketing, Marketing Theory and Practice, and International Marketing
- SINE Digital Project: applying consumer insights to marketing problems

### BSc Information Technology, Florida State University,

*December 2024*

- Account Planning, IT Leadership, Social Media Management, Web Applications Development, Digital Media Campaigns, Desktop Media, Database Concepts

## Marketing Experience

### Social Media & Marketing Intern - Fan Data Insights & Florida State University Information Technology Services, Tallahassee, FL

*Jan. 2024 - April 2024*

- Increased overall engagement by 23% & follower growth by 13% via targeted social media (LinkedIn & X) campaigns
- Assisted in developing and implementing marketing strategies to enhance brand visibility
- Utilised HubSpot for 15+ email campaigns - tracked performance, analysed metrics, and optimised future campaigns
- Managed and scheduled 20+ projects under tight deadlines while maintaining consistent quality and organisation

### Graphic Design Intern - Tally and Fin, Tallahassee, FL

*August 2023 - March 2024*

- Designed 50+ visual assets for marketing, web, and social media projects, ensuring alignment with brand identity
- Completed 100% of design deliverables on time, meeting tight internal deadlines
- Collaborated with a 7-person creative team to produce digital campaigns that increased engagement by 13%
- Maintained consistent accuracy and achieved zero design errors, reinforcing a detail-oriented work ethic

### Data Entry Specialist - Florida State University Information Technology Services, Tallahassee, FL

*May 2024- July 2024*

- Accurately transferred, entered, and validated over 5,000 billing and asset records with 100% precision
- Operated within tight internal and external deadlines, maintaining 100% accuracy
- Reduced recurring data discrepancies by 15% through a logical, solutions-focused approach
- Collaborated effectively in a fast-paced office environment with cross-functional administrative and IT teams

## Other Skills & Achievements

- **Marketing Chair for FSU Association for Computer Machinery** *2022-2023*
  - Created and managed 15+ marketing campaigns on Instagram and Facebook, increasing event attendance by 40%
  - Grew social media following by 35% through consistent content creation and brand management
  - Created a Facebook page that aligned with the club's vision and brand
- **Web & Digital Tools:** HTML, CSS, WordPress, basic JavaScript, and UX/UI principles
- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva
- **Analytical Tools:** Data interpretation, campaign tracking, Google Analytics, and SEO for performance optimisation
- **Database & Systems:** Experience with asset management systems, CRM tools, and data migration processes
- **Data Management :** Microsoft Excel, Google Sheets, and SQL basics