

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

CERTIFICATIONS

Google Career Certificate in Digital Marketing & E-commerce

SKILLS

- **Content Creation (Adobe Creative Suite, Canva, PowerPoint)**
- **Social Media Management & Scheduling Tools**
- **Email Campaigns & CRM (HubSpot, Salesforce)**
- **Video Editing & Testimonial Capture**
- **Analytics & Reporting (Google Analytics, Social Dashboards)**
- **Project & Event Coordination (Asana, Monday.com)**
- **Copywriting & Editing**
- **Technical Communication & Web Design**

ABOUT ME

Detail-oriented and creative Marketing Coordinator with a dual Bachelor of Science in Marketing and Digital Media & Web Technology. Experienced in content creation, social media strategy, and campaign analytics. Proven track record in managing end-to-end marketing campaigns, video production, and cross-functional collaboration. Strong foundation in CRM systems, Adobe Creative Suite, and analytics platforms such as Google Analytics. Former U.S. Navy Information Systems Technician with expertise in technical communication, systems integration, and project management. Passionate about delivering engaging content and data-driven marketing solutions.

WORK EXPERIENCE

BRAND MARKETING MANAGER & MULTIMEDIA DESIGNER

Concrete & Palm (July 2023-July 2024)

- Designed brand visuals and digital assets, including banner ads and social media graphics.
- Produced PowerPoint decks for webinars and internal events.
- Launched and analyzed email marketing campaigns using HubSpot.
- Tracked campaign analytics and delivered insight reports to guide strategy.
- Maintained a marketing content library and updated creative assets regularly.
- Collaborated cross-functionally on B2B landing pages and nurture sequences.

FOUNDER & MANAGER

Your Party Besties (July 2022- January 2024)

- Built and scheduled social media calendars, executed A/B tests, and monitored engagement.
- Captured and edited video content from customer events and product showcases.
- Managed all aspects of event marketing, from promotion to post-event content follow-up.
- Created customer testimonial videos to increase trust and conversions.
- Organized backend campaign data and optimized ad performance based on reporting insights.

INFORMATION SYSTEMS TECHNICIAN

United States Navy (March 2013- May 2018)

- Maintained critical IT systems and ensured cybersecurity protocols in high-pressure, mission-critical environments.
- Resolved over 300 technical issues, significantly improving operational efficiency for more than 6,400 users.
- Led hardware/software installations, systems upgrades, and secure communications infrastructure projects.
- Trained junior personnel on troubleshooting, documentation, and help desk best practices.
- Collaborated across departments to ensure timely resolution of tech incidents and maintain continuous uptime.