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# TAYLOR OLDS

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## Summary

Dynamic and results-driven professional with expertise in digital media, web technology, marketing, and strategic communication. Proven success in developing and executing comprehensive web, marketing, and social media strategies to amplify brand visibility and drive audience engagement. Proficient in Adobe Creative Suite, web content management systems, and policy development. A disciplined US Navy veteran with exceptional project management skills, technical proficiency, and a strong commitment to delivering impactful results.

## Experience

### Concrete & Palm - Social Media Manager & Graphic Designer

04/2022 - 04/2024

- Executed and managed holistic communication campaigns on digital platforms, increasing brand outreach on web and social media
- Utilized Adobe Creative Suite to design visually compelling web content, contributing to a strong digital presence and marketing effectiveness.
- Utilized analytics tools to analyze campaign performance, providing actionable recommendations for optimization.
- Cultivated long-lasting client partnerships by providing industry-leading knowledge on web content and digital communication strategies

### Your Party Besties LLC - Founder & Manager 07/2022 - 12/2023

- Successfully operated an LLC that specialized in event planning, web communication, and strategic social media management.
- Led the design and execution of comprehensive marketing and communication strategies, enhancing client engagement and brand visibility
- Developed policies, standards, guidelines, and Standard Operating Procedures (SOPs) for web strategy and content
- Oversaw all aspects of operations including product development, marketing, sales, customer service and finance.

### US Navy - Information Systems Technician 03/2013 - 05/2018

- Achieved enhanced network reliability by skillfully resolving over 300 technical issues, benefiting a user base of 6,473 individuals within the US Navy's global network.

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## Skills

- Digital Communication
- Adobe Creative Suite
- Leadership
- CSS
- Client Relationship Management
- HTML
- Project Management
- Content Development
- Attention to Detail
- UX Design
- Visual design
- SEO Optimization
- Team Collaboration
- Wireframing

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## Education

12/2025

### University of Maryland - University College

**Bachelor of Arts:** Digital Media and Web Technology Marketing

06/2022

### University of Maryland - University College

**Associate of Arts:** General Studies

- Successfully guided the implementation of software upgrades across 20 pilot stations, resulting in complete transitions from Windows XP, while significantly improving system security and performance.
- Managed the restoration of essential network services to 25 workstations by repairing a critical network switch in a timely manner