

Taylor Arnold

jtaylorarnold@icloud.com • 801.558.0434
linkedin.com/in/jtaylorarnold • Bronx, NY
www.MarketingWithTaylor.com

Creative Content Marketer with expertise across email campaigns, website and SEO management, direct mail, and events. Successfully manages teams to achieve ambitious goals and produce results. Demonstrates keen insight into marketing campaigns, planning, and strategy.

QUALIFICATIONS SUMMARY

- Content Marketing
- Direct Mail
- Website & SEO Management
- Creative Initiatives
- Key Decision Making
- Event Marketing

TECHNICAL SKILLS

Mailchimp, WordPress,
AirTable, Semrush,
Adobe InDesign & Photoshop,
Final Cut Pro X, Canva,
Meta Business Manager
Microsoft & Google Suites
Various Social Media Tools

EDUCATION

Master of Music

New York University
April 2019

Bachelor of Music

Minor in Marketing
Weber State University
April 2017

CERTIFICATIONS

Meta Certified Digital Marketer
Hootsuite Social Marketing

MILITARY EXPERIENCE

Administrative Clerk

U.S. Marine Corps Reserve
2008 - 2014

EXPERIENCE HIGHLIGHTS

Edry Group Realty Corp.

Marketing Director
Marketing Manager

Jan 2023 - Present
Mar 2021 - Dec 2022

- Manages annual marketing budget in excess of \$1 million and a team of five.
- Collaborates with a sales & operations teams to develop and implement targeted email campaigns and support their efforts in generating leads.
- Manages and optimizes the company's digital marketing channels to increase online visibility and drive qualified traffic to the website, including SEO, PPC, social media, and email marketing.
- Identifies key performance indicators (KPIs) and develops metrics to measure the effectiveness of marketing strategies and campaigns implemented.
- Organizes and executes robust, creative experiential marketing events including multiple yearly expos.
- Creates company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Boosts brand awareness and generates leads, while managing internal and external marketing campaigns and programs.
- Recruited and hired capable team members to add value and diverse skill sets to marketing department.

Novarad Enterprise Healthcare Solutions

Digital Marketing Specialist

Dec 2020 - Mar 2021

- Mentored and trained teams in KPI analysis and performance evaluation using Google AdWords and Google Analytics.
- Increased ROI for two digital marketing campaigns by writing effective and accurate copy utilizing SEM keyword research.
- Improved conversions by 67% while reducing CPC by 21% and cost/convert by 12.66%.

Don't Forget The Garnish

Digital Media Specialist

Mar 2020 - Apr 2021

- Created and hosted online events for clients and their customers.
- Boosted website traffic 138% in one month through effective paid social media advertising utilizing Meta Ad Manager.

The Biker's Edge

Marketing Coordinator

2012 - 2017

- Boosted brand awareness with targeted customer demographics using social, print, on-screen advertising, and email campaigns.
- Held multiple community events with increasing popularity.
- Assisted in rebrand, complete with new logo, website, and PR.