

taylor good

creative professional + team leader
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www.taylor-good.com



about me:

I am a creative professional with experience in graphic design, photography, videography, and marketing strategy, execution, and analysis.

I thrive in fast paces, team oriented environments that focus on growth and success.

education:

MA - Fine Arts
Full Sail University
May 2015

BA - Communications
Evergreen State College
May 2013

experience:



psw

mar 22 - mar 23

MARKETING COORDINATOR



jsm

july 2019 - july 2021

MARKETING MANAGER



orderup

july 2015 - july 2017

REGIONAL MARKETING MANAGER

In these roles I oversaw the day to day functions of marketing including email campaigns, social media, paid ads, website updates, internal and external event planning, budget, design and print, and more. In addition I oversaw special projects like a new office design, a total company rebrand, and the creation of a brand ambassador program.

skills:

photo + video
mentoring/leading
copywriting
sales/customer service
strategy + planning
graphic design
brand building
content creation
brainstorming
event planning
digital campaigns
web design
SEO/SEM
analytics + data analysis

adobe creative suite
email softwares
(emma, constant contact, mail chimp)
social schedulers (later, hootsuite, sprout social, air table)
CRM/project management
(basecamp, asana, salesforce, honeybook)