

I am a highly motivated and creative individual with a passion for brand and marketing development. My expertise lies in the digital world as I have over six years experience working within the field. I have established a well-rounded and broad scope to understand the digital marketing sphere as a whole. I am eager to put my skills to work as well as to build upon them.

SKILLS

| | |
|------------------|--------|
| PHOTOSHOP |● |
| POWERPOINT |● |
| GOOGLE ANALYTICS |● |
| GOOGLE DFP |● |
| SOCIAL MEDIA |● |
| EXCEL |● |
| COPYWRITING |● |
| ADOBE PREMIERE |● |

REFERENCES

JON ACCARRINO - KSL
Executive Director
201•746•4216

DAWN BITZ - GRASSHAVEN
Founder and President
303•717•4110

ANNIKA ERICKSON-PETERSON
Conference of World Affairs
720•635•7982

RESOURCES

LINKEDIN.COM/TAYLORFPOWERS
COROFLOT.COM/TAYLORPOWERS
POWERSDIGITALMEDIA.COM

EXPERIENCE

POWERS DIGITAL MEDIA | FREELANCE

Graphic Design - Social Media Strategy - Digital Marketing Consulting- Web Advertising
(PRESENT)

KSL BROADCAST, NBC | SALT LAKE CITY, UT

Advertising Operations Coordinator: Managed digital advertising. Cultivated new revenue streams and explored products to develop digital strategy.
(2 YRS)

Digital Content Producer: Headed station websites, social media channels, and content. Worked with sales and marketing teams to create an appealing and profitable online presence that aligned with brand.
(1 YR)

GRASSHAVEN OUTDOOR | BOULDER, CO

Sales and Media Manager: Managed sales accounts and spearheaded all social/digital efforts including blog, photography, customer support, and social media
(2YR, 1 MO)

Social Media Coordinator and Project Manager: Handled social and digital streams from research and deployment to content creation (photography & graphic design). Worked consistently to apply brand guidelines to all digital products. Project manager of digital catalogue team.
(1YR)

EDUCATION

SIMPLILEARN - MASTER'S CERTIFICATE

Digital Marketing: Focused in advanced content marketing, web analytics, social media, SEO, E-Mail, PPC, conversion and mobile marketing.

UNIVERSITY OF COLORADO | BOULDER, CO

BA, COMMUNICATION & DIGITAL MEDIA:
Focus in Persuasive Communications with advertising and journalism classes. Explored digital media in depth. Highlights included graphic design, website development, and digital storytelling.