

TAYLOR WOODY, MARKETING COMMUNICATIONS PROFESSIONAL

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PROFESSIONAL SUMMARY

Strategic and Creative Editorial & Social Media Manager with experience in creating social media and content strategies, producing creative and compelling content, sharing content across platforms, and measuring results.

SKILLS & SOFTWARE

- Social Media (Khoros, Hootsuite, Sprinklr)
- Content Management System (WordPress)
- Graphic Design (Canva, Adobe Creative Suite)
- Project Management (Workfront & Monday)

RELEVANT WORK EXPERIENCE

Marriott International, Bethesda, MD

Editorial & Social Media Manager

2022 - Present

- **Social Media Strategy:** Create social media initiatives and social first campaigns by transforming existing initiatives and content to drive social media engagement on Instagram, Tik Tok, Facebook, and Twitter.
- **Social Media Management:** Report on social media campaign initiatives, upload/schedule content, and recommend content to other internal brands using Sprinklr.
- **SEO:** Perform ongoing keyword research, create meta descriptions, edit articles, and publish over 25 articles the Marriott Bonvoy Traveler blog each month.
- **Cross functional Work:** Act as a liaison between the social media team and editorial team to create more cohesive and holistic content marketing initiatives.

TruGreen International Lawn Care Company, Memphis, TN

Social Media Community Specialist

2020 - 2022

- **Social Media:** Coordinate with our creative team (social strategists, copywriters, and designers) as well as internal teams (legal, agriculture, communications, email, and brand teams) by generating social campaigns and content for TruGreen social media pages and blog to increase positive sentiment over 30% and grow Instagram followers by 10%.
- **Social Media Management/Reporting:** Create weekly, monthly, and quarterly social media reports to track, measure, and report on social effectiveness by pulling social data and using it to optimize social media program tactics.
- **Engagement Strategy:** Redesigns the TruGreen response and filing strategy for reviews and social media posts to increase accuracy in weekly social media reports, content strategy, and brand strategy.
- **Social Listening:** Organize and engage with over 3,000 comments across Facebook, LinkedIn, Instagram, and Twitter weekly while escalating to proper departments as needed.

Fogelman College of Business & Economics Career Services, Memphis, TN

Social Media Coordinator & Community Manager

2019 - 2020

- **Social Content Creation:** Designed graphics, wrote and revised copy for LinkedIn, Instagram, Twitter, and Facebook pages to promote job postings and drive traffic to the college's virtual job board.
- **Article Writing:** Created content for the Fogelman Focus magazine by attending events and writing articles.
- **Strategy:** Developed brand identity, content strategy, and marketing plan aimed at increasing followers/engagement on social media, increasing attendance of career campus events, and traffic on the Fogelman Career Platform.
- **Analytics:** Increased LinkedIn followers by 179%, LinkedIn engagement by 90%, and Instagram followers by 130% within the first year of executing successful social media campaigns and a new design strategy.
- **Project Management:** Launched a video series of virtual panel discussions with student leaders and freshman students to increase social media engagement and connect students with peer mentors.

EDUCATION

Bachelor of Arts, Public Relations
University of Memphis | Memphis, TN