

# TAYLOR SMART

Boston, Massachusetts 02115

## PROFESSIONAL EXPERIENCE

Every Mother

Marketing Coordinator

Remote (New York, NY)

June 2020 – Present

- Creates, edits, manages, and implements new emails, digital advertisements, social media, and other client-facing marketing material concepts.
- Oversees the development and execution of customer engagement, acquisition, and reactivation email campaigns to support brand, product, and evergreen communications.
- Executes ongoing testing regimen (subject lines, format, layout, frequency, etc.) to improve email performance focused on continuous user engagement.
- Manages partnership execution and management, including partnership proposals, creative briefs, negotiating agreements, and developing innovative concepts.
- Reports directly to and supports the Head of Marketing and the Director of Growth.
- Skilled in marketing and segmentation, project management, social media marketing, customer retention and acquisition, strategic partnerships, and ad creation/design.
- Technical skills include Klaviyo, Canva, Adobe XD, Google Drive, Google Analytics, Adobe Photoshop, Mailchimp, and Mixpanel.

Every Mother

Marketing Intern

New York, NY

January 2020 – June 2020

- Lead the initiative to refresh and evolve all digital creative for mobile platforms, directly leading to an increased CTR across the board for all email formats newly revised.
- Ensured all email marketing efforts served to achieve immediate and long-term business goals.
- Identified and executed improvement for process, content, and lead generation.
- Established creative, on-brand visuals for promotional campaigns while meeting client and company deadlines.

Self-Employed

Contributing Writer/Content Specialist

Remote

January 2021– Present

- Contributing writer for Medium, visit my profile at <https://taylor-smart.medium.com/>.
- Acknowledged as a top writer in Fashion, and have been published in Write Like a Girl, ILLUMINATION, In Fitness and In Health, and in Making of a Millionaire.

Lakeville Interiors

Marketing Intern

Lakeville, CT

Nov. 2019 – Dec. 2019

- Developed and implemented digital strategies with founders in developing, refining, and tracking digital and social marketing strategies.
- Executed all marketing and advertising promotional activities including social media, direct mail, and web.

New Britain Museum of American Art

Marketing Intern

New Britain, CT

Aug. 2019 – Dec. 2019

- Prepared reports detailing project updates, performance and ongoing trends to present directly to the Social Media Coordinator and Marketing and Design Manager to develop digital marketing strategies.
- Conducted market research and analyzed current trends; created content for various social media platforms, event descriptions, and press releases.

## EDUCATION

University of Connecticut

Bachelor of Science: English and Communication

Storrs, CT

May 2020