



Brittani Taylor

BUSINESS SOLUTIONS & MARKETING MANAGER

CONTACT



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EDUCATION

Wake Technical Community College:

2019 - 2021

Focus on Web Development & Graphic Design

Asheville-Buncombe Technical College:

2018 - 2019

Focus on Psychology
4.0 GPA, Honor Society

West Virginia State University:

2013 - 2015

General Studies, 4.0 GPA,
Focus on Communications and Psychology.

Windy Mountain:

2007 General Education Diploma

SKILLS & EXPERTISE

- Website Design & Management
- (HTML, CSS, Bootstrap, PHP, UX Design, Wix, WordPress, Pantheon, GoDaddy, Amazon AWS)
- Social Media Management
- Digital Marketing & Paid Advertising
- Social Media Management
- Adobe Creative Suite
- Computer Literacy & IT Support
- Procreate, Canva, & Other Design Apps
- AI (ChatGPT, Midjourney, Remini, Quillbot)
- Photography and Digital Imaging
- Video Production & Editing (Premiere Pro)
- Google Analytics & SEO
- Brand Development & Implementation
- Planning & Strategy
- Daily Operations Supervision & Management
- Microsoft & Google Suites
- Google Meet, Slack, Zoom, Clubster
- Event Planning

Profile

Highly resourceful and success-driven team player with over eighteen years of experience in hospitality, nine years of management, and five years of graphic design and marketing. Committed to business success and expansion by effectively working within the organization to help manage projects from production to marketing and sales. Adept in using various design software, digital platforms, business suites, and other internet-based assets to creatively bring in new clientele and generate more revenue. Innovative and result-oriented, I am determined to improve brand awareness, increase productivity, and develop scalability for any company I am involved in.

Experience

Marketing Coordinator | Website Developer

Tower Engineering Professionals | Raleigh, NC | August 2022 - July 2023

As TEP's inaugural Marketing Coordinator, I navigated a new industry, tailored brand strategy post consulting 15 department heads. Collaborated with Business Development and HR, revitalized conferences, cut costs via Nomadic Hosting for websites. Managed main site, built Canadian division site on WordPress. Introduced intranet via Google Sites and monthly newsletter, improved accessibility. Leveraged Adobe Suite, Canva, and other platforms for branding, managed social media, Google Business, streamlined processes, collaborated on studies, created diverse video content, orchestrated events, managed client gifts, and committed to continuous improvement.

Marketing Director | Management | IT Support | Front-End Developer

Aspirar Health LLC | Cary, NC | September 2020 - July 2022

In six months, advanced from Data Entry Specialist & Design Contractor to IT specialist and then became Marketing Director, emphasizing customer relations. Streamlined lab processes, cutting costs via automated methods. Enhanced web presence for optimal SEO and consolidated sites for consistent branding. Collaborated with production for effective marketing, expanding regional client base.

Supervisor | Administrative Assistant | Marketing Director

River Run Country Club (Club Corp) | Davidson, NC | September 2018 - June 2019

Managed golf course café and one-person kitchen. Maintained inventory and trained new employees. Provided administrative and clerical support to ensure efficient operation in the office including tasks such as organizing files, preparing documents, and utilizing all office suite programs. Advertised and promoted club events utilizing Adobe Photoshop, InDesign, Clubster, social media, and printed materials as well as maintained corporate and member websites.

References

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