



Taylor Faulds



Digital Advertising Specialist

A driven and passionate marketing specialist with a knowledge in campaign strategy, graphic design, & client relations.



765-610-3380



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SKILLS

- * Account Management
- * Web Design & SEO
- * Graphic Design
- * Social Media Management
- * Traffic Management
- * Team Leadership

CERTIFICATION



PROFESSIONAL SUMMARY

- * Over 5 years of experience in graphic design, account management, and digital media management.
- * Collaborated with clients from many different industries to help them grow in the digital market

EDUCATION

2014

Bachelors of Science in Advertising

Ball State University

Graduated: May 2018

EXPERIENCE

Digital Media Specialist

at KH Complete Advertising

2022

- * Worked with clients from different industries to develop a campaign strategy for digital advertising.
- * Managed Television and Radio Traffic for several clients across multiple DMAs
- * Developed interactive and responsive websites for clients across many different industries
- * Built brand awareness campaigns across social media platforms
- * Developed monthly reports for clients based on digital marketing performance

EXPERIENCE

**Marketing Specialist, Training
Manager & Branch Operations
at The Mold Pros**

2020 - 2022

- * Generated revenue within the branches
- * Managed Technicians projects and their weekly work schedule
- * Developed advertisements & marketing packets for promotion
- * Develop & manage social media platforms such as Facebook, Instagram, Twitter, LinkedIn, & Youtube
- * Organized & managed conference booths
- * Managed website administration & development
- * Assess & update training programs & protocols
- * Develop & assign appropriate training for all employees within the company
- * Assist teammates on projects such as network growth & training opportunities

**Graphic Designer & Typesetter
at JAM Printing Inc.**

2019 - 2020

- * Developed designs for clients based on thorough consultation
- * Communicate with clients about design process on projects such as business cards, pamphlets, post cards, & more
- * Manage the post-design process by using cutters & other finishing materials
- * Develop social media post ideas