

720.936.8861  
TAYLORJPT@GMAIL.COM

# JAKE TAYLOR



Digital Marketing Master's Degree earned from Connecticut's Sacred Heart University's Welch College of Business & Technology. Bachelor's Degree in Sociology with concentration in Media Research Communications from Colorado State University.

Experience in marketing & advertising, brand management, public relations, social strategy and promotion, graphic design, web development, SEO, and data analysis, developed over many years through professional employment, independent consulting, 'gig' contracting and educational internships.

Creative, self-motivated, efficient, organized, responsible, and hard-working. A leader, competitor and team-player striving to exceed expectations and produce the highest of quality results.

## PROFESSIONAL EXPERIENCE

### COLORADO OIL & GAS ASSOCIATION

2018 - PRESENT

### COMMS & RESEARCH ADVISOR

Responsible for the production and consistency in digital content, messaging, and branding for the organization, including the strategy, design and execution across multiple platforms and channels.

- + Curator of communications strategy for Brand messaging, targeting optimization and analysis.
- + Production of digital media content, campaigns, information and resources for members and the public.

### JTA COMMUNICATIONS

2020 - PRESENT

### DIGITAL MARKETING CREATIVE

Independently contracted to develop digital business communication strategies including website development, graphic design, multi-channel social media representation, organic and pay-for promotion, targeting, follower growth, boosting reach, increasing awareness and general brand identity optimization.

- + Best practice insights for brand growth, content creation, messaging, and social media engagement.
- + Graphic design including logo development, infographics, print advertisements, photography touch up.
- + Website analysis, development and ongoing tech support, data collection, monitoring and maintenance.

### AUXO BUSINESS SERVICES

2020 - 2021

### CHIEF CREATIVITY CHAMPION

Business partner and contractor tasked with client brand management and development strategy including alignment, messaging, targeting, awareness, SEO and growth online through multiple digital platforms.

- + Web development, design, online content management, and search engine optimization.
- + Development of multi-channel social campaigns, content creation, copy writing, targeting and growth.

### AMERICAN EDUCATIONAL PRODUCTS

2016 - 2018

### INTERNATIONAL SALES & MARKETING

International communications and marketing focused on increasing brand awareness, growing sales, lead generation, conversion, and client retention.

[WWW.JAKESTHEANSWER.COM](http://WWW.JAKESTHEANSWER.COM)

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# JAKE TAYLOR

## EDUCATION

2015



MS, DIGITAL MARKETING



2012



BS, SOCIOLOGY + CCC, MEDIA COMMS



2009



CCC, BRAND MGMT. + PUBLIC RELATIONS



## ADDITIONAL SKILLS

- + **SEO** | Google Search Console, Google analytics, keyword optimization, mobile performance.
- + **Social Media** | Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.
  - + Hootsuite, Loomly, Social Campaign Manager;
  - + Google Alerts Notifications & Brand Mention;
- + **Newsletter** | MailChimp, iContact.
- + **Digital Advertising** | Google Ads Amazon Associates, Ad Campaign Managers.
- + **Design & Content Creation** | Adobe Creative Suite, GIMP, Canva Design.
  - + Video editing and creation (iMovie, Adobe);
- + **Web Development** | WordPress, Weebly, Squarespace Wix, OpenCart.
- + **Admin** | Windows OS, Apple OS, Microsoft Office, IT, AMS/CMS, Cloud support.

## AWARDS & RECOGNITION

- + Eagle Scout Service Award
- + The President's Volunteer Service Award
- + Colorado Leader's Challenge

## AFFILIATIONS & ORGANIZATIONS

- + American Red Cross
- + Habitat for Humanity
- + Freedom Service Dogs
- + Boy Scouts of America
- + Colorado state university Alumni Association
- + Colorado outdoor & recreation services

@ITSJUSTJAKE88



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