

TAYLOR WILKINSON

CREATIVE CONCEPTUALIST

CONTACT

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SKILLS/TOOLS

Brand + Content Strategy, Proposal Writing, Pitching, Creative Marketing, Client Relationship Management, Adobe Photoshop, Canva, Premiere Pro, Final Cut Pro, Keynote, Microsoft Office, SEO, Content Analytics, Creative Optimization, Copywriting, Copyediting, Project Management, Wordpress, Event Planning, Social Media Marketing, Digital Strategy, Content Production, Customer Service, and Strategic Partnerships.

EDUCATION

The Ohio State University

B.A. Communications Analysis & Practice with a Minor in Media Production & Analysis

Term GPA: 4.0; Cumulative GPA: 3.8/4.0
Magna Cum Laude Graduate Status

ACCOMPLISHMENTS

- Latin Honors: Magna Cum Laude (2020)
- The National Society of Leadership and Success (2018-2020)
- Dean's List (2016-2020)
- The National Society of Collegiate Scholars (2016-2020)

VOLUNTEER WORK

- Mid-Ohio Food Bank (2019-2021)
- Student Mentor for 1girl (2018-2020)
- The Black Advertising and Strategic Communications Association (2017-2020)
- Black Student Association (2017-2020)
- African Youth League (2017-2019)
- Ohio State's SPARK Board (2017-2018)
- National Center of Children and Families (2014-2018)

PROFILE

For as long as I could remember, I have always wanted to pursue a career in the media industry. As a Magna Cum Laude graduate of The Ohio State University, majoring in Communications and minoring in Media Production with a specialty in Television Production, I have developed strong interpersonal and communication skills. I am looking for a full-time job to enhance my skills and gain more experience and knowledge in the marketing, digital, media, and television industry.

WORK EXPERIENCE

Executive Production Associate

Comedian & Actor Faizon Love 2022

- Served as a liaison for prospective clients by organizing meetings, phone conversations, and visits.
- Served as an on-site coordinator to ensure implementation, direction, and flow of all Mr. Love's needs.
- Served as lead contact for all of Mr. Love's inquiries on the movie set of Back On The Strip featuring, Wesley Snipes, Faizon Love, Gary Owen, Tiffany Haddish, JB Smoove, and Bill Bellamy.

Social Media Producer

Pop'N Creative Marketing Agency 2022

- Developed pitches and creative strategies that drove insights, and ideas for new business opportunities and existing client programs.
- Directly supported social media campaigns for Warner Media, Sony Pictures, Freeform, Spectrum, Cantu, TBS, TNT, OWN, TV ONE, Netflix, Hulu, HBO Max, and many more.
- Supported go-to-market product strategies with creative recommendations, and opportunities to test and learn.
- Collaborated with cross-functional teams including Sales and Brand Partnerships to build from conceptualization to execution on creative production.
- Led team members and vendors in ideation and execution of social media strategies and tactics, provided creative direction for still and motion visuals across all social platforms and web.
- Developed integrated content strategy for monthly social media calendars, specialized campaigns, and paid marketing efforts.
- Managed growth of paid marketing efforts on social media, resulting in an impressions increase by 164% with over 2.4M, an increased reach by 458%, and a likes increase of 258% with our HBO Max A Black Lady Sketch Show social media campaign.

Social Media Marketing Specialist

Canvaas Consulting 2021-2022

- Developed pitches and creative strategies that drove insights, and ideas for new business opportunities and existing client programs.
- Led team in charge of digital marketing and advertisement, video editing, and photography for all concerts, websites, and social media.
- Managed growth of paid marketing efforts on social media, resulting in a campaign reach of more than 200,000 and an increased engagement impressions by 65%.
- Managed growth of paid marketing efforts on social media, resulting in a campaign reach of more than 3 million at the end of 2020 with our Spread Love, Not COVID campaign.

Marketing Promotions Specialist

Radio One, Urban One Company 2019-2020

- Served as an on-site coordinator to ensure implementation, direction, and flow of events.
- Led team in charge of digital marketing and advertisement, video editing, and photography for all concerts, websites, and social media.
- Drove insights and ideas for digital blogging on all three stations: Magic 95.5, Power 107.5/106.3, and Joy 107.1 all of which average thousands of listeners per day.