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, 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)
- '1girl' Student Mentor Program (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 can remember, I have been driven to pursue a career in the media industry. As a Magna Cum Laude graduate of The Ohio State University, earning a degree in Communications with a minor in Media Production and a focus on Television Production, I have honed strong interpersonal, creative, and communication skills. I am eager to leverage my knowledge and gain hands-on experience in marketing, digital media, and television, contributing to innovative projects while continuing to grow professionally.

WORK EXPERIENCE

Executive Production Associate

Comedian & Actor Faizon Love 2023-2025

- Coordinated client meetings, calls, and visits to strengthen relationships and support business growth.
- Managed scheduling, travel logistics, and on-site operations to ensure seamless execution.
- Executed digital and social media strategies, boosting engagement across multiple platforms.
- Supported leadership as junior chief of staff, streamlining team operations and workflows.
- Acted as lead liaison between Mr. Love and cast on Back On The Strip featuring Wesley Snipes, Tiffany Haddish, Faizon Love, Gary Owen, JB Smoove, and Bill Bellamy.

Social Media Producer

Pop'N Creative Marketing Agency 2023-2024

- Developed pitches and creative strategies that drove new business opportunities and client program enhancements.
- Supported social media campaigns for Warner Media, Sony Pictures, Netflix, Hulu, HBO Max, Freeform, Spectrum, Cantu, and more.
- Partnered with Sales and Brand Partnerships teams to bring creative production from concept to launch.
- Directed vendors and team members in executing social media campaigns, providing creative oversight for still and motion assets.
- Designed integrated content strategies for monthly calendars, specialized campaigns, and paid initiatives.
- Achieved measurable results for HBO Max's A Black Lady Sketch Show campaign — +164% impressions (2.4M+), +458% reach, +258% likes.

Social Media Marketing Specialist

Canvaas Consulting Marketing Agency 2021-2023

- Developed creative strategies and pitches that generated insights for new and existing client programs.
- Directed digital marketing, advertising, video editing, and photography for concerts, websites, and social media.
- Grew paid social campaigns to 200K+ reach with a 65% increase in engagement impressions.
- Scaled Spread Love, Not COVID campaign to 3M+ reach by end of 2020, driving widespread awareness.

Marketing Promotions Specialist

Radio One, Urban One Company 2019-2020

- Oversaw on-site event coordination, ensuring seamless implementation, direction, and flow.
- Led digital marketing team responsible for advertising, video editing, and photography across concerts, websites, and social media.
- Produced digital blog content for radio stations Magic 95.5, Power 107.5/106.3, and Joy 107.1, engaging audiences of thousands daily.