

TAYLOR BLAKE

CONTACT

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LinkedIn: [Taylor Blake](#) | Portfolio &

Recommendations: [TaylorLaurenBlake.com](#)

EDUCATION

B.A. Journalism/Media Writing, 2014

Taylor University (Upland, IN)

- Honors Minor, Summa Cum Laude, Dean's List
- **Study Abroad:** Jordan, Israel, Sundance Film Fest, United Kingdom
- **Also:** Editor-in-Chief, *Ilium* Yearbook; Lead Designer, *Parnassus* Art & Literary Journal
- **Internships:** Marketing/media roles at Taylor Fund of Taylor University, BJC Healthcare and Reliv International

SKILLS

- **Writing:** blog, e-commerce, feature, news, product, review, SEO, script, web
- **Design:** Adobe Illustrator, InDesign, Photoshop
- **Social media management**
- **Email marketing:** Listrak, MailChimp, Salesforce
- **Mobile marketing:** app, push, SMS
- **Photography:** event, portrait, product
- **Video production:** Final Cut Pro
- **Web:** Adobe Dreamweaver, Google Analytics, HTML/CSS, SEO
- **Also:** Mac & PC, Microsoft Office, Google Workspace

EXPERIENCE

Sr. Specialist, Email and Mobile Marketing, Famous Footwear (Aug. '18 - Present)

- Manage email, mobile app, and SMS
- Analyze email performance and database to target key audiences and increase engagement
- Plan email and mobile content calendars
- Build and deploy email and mobile content in Salesforce

Critic, ZekeFilm.org (May '16 - Present)

- Review new theatrical and Blu-ray releases
- Serve on Board of Directors
- Manage communication between freelance writers to develop site content
- Write, contribute to, and edit group features
- Manage Twitter, including content and analytics
- Read 150+ reviews and features: bit.ly/ZFTBlake

Producer and Co-host, SO IT'S A SHOW? Podcast (Nov '16 - Present)

- Research and discuss new pop culture references from *Gilmore Girls* for each episode
- Support every stage of podcast production, from planning to publishing
- Manage social media and email newsletter
- Listen to the show: bit.ly/SIASlisten

Marketing Specialist, Weekends Only Furniture & Mattress (Nov. '14 - Aug. '18)

- Strategized and analyzed social media
- Edited and managed site product images
- Managed agency and freelancer relationships
- Wrote and managed blog and website content
- Planned and executed email campaigns
- Collaborated to create site editorial standards
- Designed logos, brochures, posters, graphics, and emails, both internal and customer-facing