

TAYLOR SKINNER

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PROFESSIONAL SUMMARY

Marketing professional and current MBA candidate with hands-on experience in brand strategy, social media growth, and campaign execution across consumer brands. Background in advertising with a strong focus on data-driven storytelling, audience engagement, and building impactful digital marketing campaigns.

EDUCATION

Georgia State University, Atlanta, GA

Master of Business Administration (MBA) - May 2028
Concentration in Marketing

University of Florida, Gainesville, FL

Bachelor of Science in Advertising - December 2024

Minor in Innovation Strategy

Certifications: Google Digital Marketing & E-Commerce (2025) | Meta Social Media Marketing (2025)

SPECIAL SKILLS

- Marketing & Creative Tools: Adobe Premiere Pro, Photoshop, InDesign, CapCut, Canva.
- Analytics & Platforms: Google Analytics, Microsoft Office, Google Workspace.
- Core Strengths: Social Media Strategy, Brand Development, Content Planning, Campaign Execution.

WORK EXPERIENCE

TLashCo.

Founder & Brand Marketing Manager

Gainesville, FL
January 2021 - December 2024

- Built and scaled beauty brand to 100+ recurring clients through organic social media strategy.
- Managed brand positioning, pricing strategy, and customer retention initiatives.
- Developed content calendars and promotional campaigns, driving 40% increase in bookings.

The Independent Florida Alligator Newspaper

Advertising Representative

Gainesville, FL
February 2023 - December 2023

Internship

- Supervised 30+ B2B client accounts, increasing client base by 20% and ad revenue by 15%.
- Collaborated with design and editorial teams to ensure campaign accuracy and timely delivery.
- Strengthened client relations and enhanced brand visibility through targeted advertising strategies.

UF Blue Shirts (University Athletic Association)

Marketing Representative

Gainesville, FL
December 2019 - September 2021

Internship

- Executed and promoted 25+ fan engagement initiatives, driving a 30% increase in gameday participation.
- Facilitated event activations for 80k+ attendees, promoting sponsor visibility and fan experience.
- Coordinated with UAA Marketing Coordinators and visual/technical teams to plan and execute promotional strategies.

RELEVANT EXPERIENCE

Marriott Westin Atlanta Gwinnett

Front Desk Receptionist

Duluth, GA
April 2024 - Present

- Handled high-volume guest operations while maintaining accuracy, professionalism, and service excellence in a fast-paced hospitality environment.

PROJECTS

Personal Fitness Brand

Content & Social Media Strategist

Atlanta, GA
January 2025 - Present

- Developed short-form video content strategy focused on fitness and lifestyle branding.
- Produced and edited high-performing Reels/TikToks using CapCut and Adobe Premiere Pro.
- Applied brand storytelling and audience-first messaging to strengthen brand positioning and increase engagement.

QUALIFICATIONS

Delta Sigma Theta Sorority, Incorporated

President

Gainesville, FL
April 2022 - April 2023

- Directed chapter operations and led 15+ community programs for local youth and families.
- Earned Chapter of the Year and Excellence in Programming awards for leadership impact.

American Marketing Association

Social Media Chair

Gainesville, FL
September 2023 - December 2024

- Led social media content planning and posting to advertise events and community initiatives.