

# ISABELLE TAYLOR

DESIGNER | WEB CONTENT MANAGER | MARKETING MANAGER

---

## RELEVANT EXPERIENCE

### DIGITAL MARKETING MANAGER

ProFusion Web Solutions | November 2020 - Current

- Created and implemented Marketing strategies for internal and client businesses.
- Worked with small & medium business owners to create brand standards which accomplished marketing goals.
- Reported on Analytics for multiple types of businesses, encompassing data from multiple platforms. Used this data to create new marketing strategies.
- Provided training and consultations for marketing and web design clients.

### MARKETING TRAFFIC COORDINATOR

Grizzly Industrial | June 2018 - November 2020

- Created and Managed brand guidelines on the Website and all marketing collateral
- Managed the development and deployment of all web content
- Designed special project or special feature pages, mainly focused on highlighting promotions, or "featured items"
- Maintained quality control over website
- Using CSS, and HTML in a robust CMS, maintained a consistent look and feel on all sections of the website
- Worked on engagement strategies for display of content, navigation and creative direction for online audiences
- Maintained project management schedules, and databases.

### WEB CONTENT MANAGER / DESIGNER

Freelance | December 2015 - Ongoing

- Updated marketing, collateral, and other promotional materials
- Developed and implemented marketing communications/social media strategies.
- Developed Logos and Brand Standards for many brands of various different industries & company-sizes
- Provided training and consultations for implementing brand standards and guidelines across a broad set of businesses

### MARKETING INTERN

Seeking Health | March 2017 to June 2017

- Conducted market research and analyzed current trends; created content for various social media platforms, such as Facebook, Instagram, emails and blog posts.
  - Conducted research and created infographics based on peer-reviewed published studies.
  - Researched and implemented best practices regarding design and typography choices.
- Pro-actively participated in weekly team meetings and contributed to brainstorming and idea generation.  
Supported the Marketing Manager with any tasks as assigned.

## EDUCATION & TRAINING

### WESTERN WASHINGTON UNIVERSITY

Bachelor of Arts in Graphic Design

- Attended September 2013 to December 2017
- Minored in Theater Design & Anthropology
- TA for DSGN 249 - Graphic Design Concepts
- Marketing Internship

### STORYBRAND CERTIFICATION

Marketing Certificate

### EMAIL AUTOMATIONS CERTIFICATION

MailChimp

### EMAIL MARKETING CERTIFICATION

MailChimp

## SOFT SKILLS

- Communication
- Leadership
- Organization
- Time Management
- Collaboration
- Delegation
- Planning & Strategy
- Social Media Strategy & Management
- Web Content Strategy & Management

## TECHNICAL SKILLS

- InDesign, Illustrator, Photoshop, Lightroom
- AdobeXD
- PremierPro, AfterEffects
- HTML5 & CSS & Bootstrap Framework
- Slack, Jira, Microsoft Teams
- Microsoft Office Suite
- Procreate
- WordPress, Shopify, Wix

## BONUSES & HOBBIES

- Photography: Film & Digital
- Illustration: Analog & Digital
- Handlettering & Calligraphy