

Taylor O'Keefe

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## Education

Georgian Court University - Lakewood, NJ

May 2021

BS in Digital Communications; Concentration in Journalism;

Minor in English & Writing

President of Lambda Pi Eta, National Communication Association, Chapter Georgian Court

## Experience

### Flansburg Construction

August 2024- Present

*Part Time Marketing Coordinator*

- Work with SEO and website partners to manage SEO, website and other platforms
- Help oversee website management and redesign/rebuild
- On site in progress pics and content creation
- Plan, execute and optimize digital marketing campaigns across various platforms on social media and google
- Develops and executes email marketing campaigns
- Manage and develop compelling content for website, blog, social media channels and email newsletters.
- Manage social media profiles, creating engaging posts, interacts with followers and monitor social media trends and analytics.

### Wingman Planning,

October 2023-Present

*Digital Marketing Manager*

- Develop and oversee client social media strategies to align with brand goals and effectively target key audiences.
- Craft and execute comprehensive social media marketing plans, including brand development, target audience identification, objective setting, and content/promotion strategy.
- Conduct research on the latest social media trends and audience preferences to stay ahead of industry benchmarks.
- Innovate by suggesting and implementing new features like promotions and competitions to boost brand awareness.
- Maintain up-to-date knowledge of new technologies, social media trends, design tools, and applications to keep strategies fresh and competitive.
- Coordinated the successful podcast "Grit Won't Quit."
- Lead PPC and social media advertising initiatives.
- Oversee and manage workflow for a team of 5 skilled digital marketers.
- Assist in boosting Wingman's social media presence.
- Create email blasts for multiple companies.
- Assist in enhancing social media presence for over 50 clients.
- Create and monitor Google Business profiles for multiple companies.
- Help write content and blogs for various company websites, including Wingman.

### Kennedy International Inc,

*Social Media & Photo Manager* Old Bridge NJ

January 2022-October

2023

- Creates content for 4 Instagram accounts and a TikTok account.
- Successfully collaborates with influencers on giveaways and product exchanges.
- Interacts with customers and stakeholders via the company's social media accounts.
- Creates marketing videos for multiple brands, displayed on websites like Amazon, Target, and Walmart.
- Edits photos for websites such as Amazon, Target, and Walmart using Adobe Photoshop.
- Assists in styling lifestyle product photos for websites.
- Helps update and generate new ideas for the company website.
- Files in-house product photos based on brand and item number.

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**Vans** - Freehold NJ

Sept 2020- Sept 2021

*Floor Supervisor*

- Monitored and achieved store sales goals against key targets.
- Ensured excellence in customer service in the store by modeling brand specific service standards as well as by monitoring customer feedback and responding to and addressing all customer concerns quickly
- Provided coaching to the store team in the core areas of customer engagement and sales results.
- Assisted in supervising and coaching a high-performing team of customer focused associates

**Inside Asbury**

*Intern, Asbury NJ*

Feb 2021- May 2021

- Created content for Instagram such as photos, reels, hashtags and captions
- Organized and created a successful giveaway campaign on Instagram
- Created successful Instagram reels
- Designed a PDF guide for outdoor dining in Asbury
- Created Instagram covers
- Successfully grew followers and engagement towards a newer Instagram page

**Design 446**, Manasquan NJ

*Intern,*

Jan 2020- May 2020

- Assisted Non-Profit Organizations with content such as Email Blasts, Press Releases, Social Media Posts.
- Taught about Social Media Marketing, Public Relations, Graphic Design
- Created Content for Non-profit organizations on all media sources

**Xscape Theater** - Howell NJ

Dec. 2018 to March 2020

*Manager*

- Demonstrated conflict resolution skills while resolving customer concerns
- Maintained inventory for concessions and cleaning supplies
- Managed staff schedules and maintained equipment

Links to Projects I Have Worked On

<https://ultimateguidecom.wordpress.com/writing-for-the-mass-media/>

<https://ultimateguidecom.wordpress.com/feature-story/>

<https://ultimateguidecom.wordpress.com/asbury-park-2/>

<https://georgian.edu/business-global/>

<https://georgian.edu/global-education-photo-contest-winner-named/>

<https://georgian.edu/women-entrepreneurship-week-2019/>

### **Programs**

Canva, Later, Adobe Lightroom Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator to help create Instagram Posts and Videos, SEM Rush, Google Analytics, Google Console, Google Ads, FB Meta Business Suite, Sendible, SEO Optimizer, FB Ads Manager

Microsoft Word, Microsoft Office, Microsoft Excel, Microsoft Powerpoint

Skills: Marketing, Photography, Graphic Design, Video Editing, SEO, PPC, Social Ads, Social Media Management, Account Management