

TAYLOR OVERSTREET

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SKILLS

- Copywriting
- SEO
- Social Media Strategy
- Graphic Design
- Project Management
- Email Marketing
- Public Speaking
- Video Editing
- Event Planning

FAMILIAR SOFTWARE

- Adobe Photoshop
 - Adobe Premiere Pro
 - Salesforce
 - Canva
 - SurveyMonkey
 - Odo
 - WordPress
 - Google Analytics
 - Microsoft Office, PowerPoint, Excel
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WORK EXPERIENCE

Integrated Marketing Manager, Leopard Solutions

Feb 2023 - Present

- Manage daily social media activities, devise marketing campaigns to boost lead generation, and coordinate the company's participation in tradeshows and conferences.
- Oversee online content creation, including editing webinars, graphic design, and newsletter management sent to over 18,000 recipients, resulting in an increase of over 900 followers across all social media platforms within one year.
- Responsible for coordinating the company's presence at tradeshows and conferences. Manage payments and budget, logistics for shipping materials, creating marketing collateral, and coordinating pre and post-event communications with attendees.
- Supervise a marketing team of two individuals, including an email marketing coordinator and a marketing coordinator.

Communications Coordinator, Fenwick & West LLP

2022 - 2023

- Oversaw the daily social media tasks for a law firm with seven offices and more than 400 attorneys, including strategizing, posting content, and implementing best practices.
- Assisted attorneys in promoting speaking engagements, cases, and thought leadership content.
- Crafted press releases and communication plans for notable firm news, including awards, legal representation, and pro bono activities.

Digital Media Specialist, Lutheran Church Extension Fund (LCEF)

2016 - 2021

- Collaborated with the marketing team to contribute to developing and strategically planning promotional materials, product launches, and social media campaigns.
 - Over five years, the company's social media platforms experienced a growth of over 11,000 followers, leading to a 65% increase in website visits.
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EDUCATION

Bachelor of Arts - Journalism & Public Relations - Webster University - St. Louis, Mo.