

Alex Taylor

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PROFILE

- Results-driven marketing professional with 5+ years of experience in digital campaigns and brand building.
- Strong analytical skills and proven ability to lead high-performing teams.

EXPERIENCE

Senior Marketing Specialist, *Bright Media Inc.*

Jun 2020 – Present

- Led a team of 4 to launch a social media campaign resulting in 30% audience growth.
- Managed a \$500K advertising budget, optimizing spend for 20+ projects.

Marketing Coordinator, *Urban Vibe*

Jan 2018 – May 2020

- Coordinated cross-channel promotions increasing engagement by 15%.

EDUCATION

B.A. in Marketing, Columbia University

2013 – 2017

SKILLS

- Digital Marketing
- Team Leadership
- Google Analytics
- Content Strategy