

# TAYLOR A. HARRISON

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## EXPERIENCE

### Digital Marketing Manager - Charles Butt Foundation

2022 – PRESENT

In my current role, I lead strategy on paid and organic social media, email communications, and blog content for three in-house organizations. Under my leadership, the foundation's following has grown across all platforms: 200% on newsletter subscribers, 400% on X, 400% on Instagram, 500% on Facebook, and 2,000% on LinkedIn. Cross-departmental collaboration is where I shine. Some of my favorite projects have been large events for scholarship recipients, short form and long form video production, and public opinion research promotion.

### Communications Manager - Shalom Austin

2019 – 2022

I led marketing strategy for all in-person and online fundraising campaigns and events. During my three years there, I contributed to more than a million dollar increase in donations. I also directed social media content and community emails, and coordinated print and digital materials with the design team for several departments.

### Senior Copywriter - Cure Healthcare Staffing

2018 – 2019

The team of copywriters I directed contributed to the company gaining new hospital clients through paid and organic web, print, and social media content. We connected with our target audience of traveling nurses across the country through lighthearted social media posts, and daily job opportunity emails tailored to their interests.

### Content Marketing Manager - WhoHaha at Digital Media Management (DMM) Agency

2015 – 2018

I was part of a small team that built WhoHaha from the ground floor. I contributed to its growth by leading a social media strategy that resulted in over 250,000 followers in the first year, creating engaging content that reached more than a million people weekly, and partnering with brands and influencers on quality sponsored content.

### Editorial Manager - Spotlight

2014 – 2015

I led a team of writers at a fast-moving app startup. We published SEO-friendly blogs on fashion and pop culture, and interviewed high-profile individuals in those fields for web and social content. By ensuring we were part of trending topic conversations, we increased brand recognition, app downloads, and social media engagement.

## SKILLS

Asana

Google Ads & Analytics

Photography

Videography

Canva

Mailchimp

Sprout Social

WordPress