

# Taylor Valentino

## Marketing Professional

A hardworking and reliable **Marketing Professional** with 3+ years of relevant experience on large-scale marketing communications teams. Who has a background in managing and running global-sized projects, with an emphasis on analyzing and presenting relevant insights for industry-specific campaigns. With experience aiding clients to build and maintain a robust digital presence while providing holistic strategies for their marketing mix.



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## WORK EXPERIENCE

### Digital Marketing Coach DAC Group

09/2020 - Present

Rochester, NY

#### Achievements

- Design and implement digital marketing plans to support client digital marketing strategies while analyzing lead generation tactics to improve the client's holistic online presence.
- Develop and execute digital marketing activities and campaigns across digital channels in collaboration with the media team, copywriters, and account executives.
- Collect, analyze, and present research to advance marketing strategies and multichannel user experience journeys while providing actionable insights to improve the client's overall marketing efforts.
- Develop a customized content strategy based on engagement with the client and produce content deliverables aligned with the strategy.
- Manage and measure integrated campaigns such as local search, email marketing campaigns, social media, PPC, and SEO while providing reports on results, set KPIs, and implement within various dashboards.
- Support clients tracking of ROI through CRM strategies and integration across digital platforms and present findings to the client to strengthen our digital strategy.

### Marketing Specialist Alorica Inc.

07/2018 - 06/2020

Rochester, NY

#### Achievements

- Acted as the main marketing contact for the Sales team to help customize strong and cohesive marketing tactics while providing recommendations to optimize campaign opportunities and results based on client needs.
- Conducted and analyzed research for future trends of the Healthcare industry to present proactive insights to Executive Leaders on an analytical approach Marketing should execute on for a large scale Healthcare industry campaign.
- Optimized marketing efforts by developing marketing content for corporate communications, social, sales collateral, external promo items, and create industry-specific reports.
- Positioned Alorica as a leader in the BPO industry by analyzing trends and creating relevant items for Sales to use such as blog and social posts, eBooks, and infographics to strengthen client relationships.
- Managed members on the global team to collaborate on internal and external projects such as the cultural program and industry-specific campaigns.

### Public Relations Intern Dixon Schawbl Advertising Agency

05/2017 - 07/2017

Victor, NY

#### Achievements

- Collaborated with other interns on a client project for a marketing and re-branding campaign and tasked with writing mock press releases and a social calendar.
- Assisted in building media kits to support specific strategic initiatives while maintaining and updating content and editorial calendar.

## MARKETING SKILLS

Market Trend Research



Account Services



Project Management



Campaign Management



Content Creation



Lead Generation Strategy



## CERTIFICATES

Google Ads (05/2021 - 05/2022)

Google My Business (05/2021 - Present)

Digital Marketing Foundations (08/2020 - Present)

SEO for Social Media (05/2020 - Present)

Google Analytics; Beginner (04/2020 - Present)

## EDUCATION

### MBA

Rochester Institute of Technology

08/2020 - Present

Rochester, NY

#### Courses

- Concentration in Marketing

### B.S. in Business Administration

The College at Brockport, SUNY

08/2014 - 05/2018

Brockport, NY

#### Courses

- Concentration in Marketing

## INTERESTS

📖 Blogging

🧘 Yoga

🏈 Watching Sunday Night Football

✈️ Traveling