



TAYLOR DONATO

full-time creative



(623) 258-7576



taylอร์ดonato@gmail.com



Taylor Donato



www.taylordonato.com

Education:

The University of West Alabama

Graduated May 2020

Bachelor of Science - Integrated Marketing Communications

Magna Cum Laude - 3.84 GPA

Integrated Marketing Communications University Scholar

Expected Graduation December 2021

Master of Arts - Integrated Marketing Communications

Leadership and Honors

- Varsity Women's Volleyball Scholarship Recipient 2016-2020
- UWA Marketing Club 2018-2020
- Lamda Pi Eta Communications Honor Society
 - President 2019-2020
- Omicron Delta Kappa Honor Society
 - Public Relations Chair 2019-2020
- Participated in 6 additional honor societies

Skills/Proficiencies/Certifications:

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro, Acrobat)
- Microsoft Office (Word, Excel, Powerpoint, Publisher, One Note)
- Web Design (Divi, Word Press, Elementor, Wix, Sqaure space familiar with HTML)
- Videography (iMovie, DaVinci Resolve, Premiere Pro, After Effects)
- Social Media (Facebook, LinkedIn, Twitter, Instagram, YouTube, Etc.)
- Facebook Ads Manager. Google Ads, Snapchat Ads, Groundtruth, Etc.
- Google My Business
- Print knowledge
- Photography experience
- Google Analytics Certified
- Hootsuite Certified
- Teamwork Training: Disney Certified, 2019
- Hospitality Training: Disney Certified, 2020

Summary:

An advertising and design creative with experience building brands, maintaining brand image, and helping existing brands nail down marketing techniques. A well-rounded professional with additional experience in sales, digital marketing, web design, and more.

Work Experience:

Marketing and Communications Intern City of Surprise, Arizona, 2019

- Created and implemented social media plan for multiple platforms
- Developed advertisements for the city's website advertising the app
- Collaborated on multiple video projects for the city
- Facilitated multiple live broadcasted council meetings

Whoopass Branding Advertising Agency, 2019

- Developed multiple websites and marketing plans for brands including paceyourselfproject.com and my personal website
- Designed brand logos for regional businesses and institutions including the Demopolis Chamber of Commerce

Digital Marketing Manager KindperksDigital, 2021

- Developed and designed the KindperksDigital website and managed the SEO and insights
- Managed several brand social medias including Terry Ho's Yum Yum sauce
- Managed advertising campaign budgets of \$1,000 plus
- Shot and edited multiple client photos and videos

Brand Amasssador Dread River Distilling Company, 2021

- Attends and facilitates events surrounding the Dread River Brand
- Creates branding materials such as menus, posters, etc.
- Utilizes sales techniques to onboard new sellers