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Dear Hiring Manager,

I am writing to express my interest in opportunities within the fields of marketing, brand development, and digital communications. With a strong foundation in creative strategy and a passion for impactful storytelling, I am committed to helping brands connect with audiences in authentic, engaging, and measurable ways.

I earned my Bachelor's degree from the University of Florida's College of Journalism and Communications and am currently pursuing my MBA to further strengthen my expertise in business strategy, leadership, and data-driven marketing. Throughout my academic and professional experience, I have developed a deep understanding of brand identity, customer experience, and the power of cohesive visual communication.

Over the past four years as an entrepreneur, I have gained hands-on experience in campaign planning, content creation, and market positioning across platforms including social media, email marketing, and digital advertising. I am skilled in Adobe Creative Suite, Microsoft Office, Meta Business Suite, and analytics tools, allowing me to pair creativity with insights to deliver meaningful results. I approach every project with intention, adaptability, and a solutions-focused mindset — whether working independently or collaboratively.

What drives me most is helping brands grow with purpose. I thrive in fast-paced environments, enjoy thinking both strategically and creatively, and am always eager to learn, innovate, and contribute. I would be excited to support an organization where big ideas, curiosity, and execution are valued.

Thank you for taking the time to review my portfolio. I welcome the opportunity to connect and explore where my experience and passion for marketing can add value.

Sincerely,  
Taylor Skinner

LinkedIn: <https://www.linkedin.com/in/taylor-skinner-8a34421a7/>

Portfolio: <https://portfoliotaskinner.com/>