

TAYLOR SKINNER

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PROFILE SUMMARY

Marketing professional with hands-on experience in brand strategy, social media growth, and campaign execution across media organizations and consumer brands. Current MBA student with a background in advertising and a passion for data-driven storytelling, community engagement, and building impactful brands.

EDUCATION

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA

Master of Business Administration (MBA) - May 2028

Concentration in Marketing

University of Florida, Gainesville, FL

Bachelor of Science in Advertising - December 2024

Minor in Innovation Strategy

Certifications: Google Digital Marketing & E-Commerce (2025) | Meta Social Media Marketing (2025).

QUALIFICATIONS

Delta Sigma Theta Sorority, Inc

President

- Directed chapter operations and led 15+ community programs for local youth and families.
- Earned Chapter of the Year and Excellence in Programming awards for leadership impact.

Lambda Psi Chapter, UF

April 2022 - April 2023

SPECIAL SKILLS

- Marketing & Creative Tools: Photoshop, InDesign, Premiere Pro, Canva, CapCut, Meta Business Suite, WordPress.
- Analytics & Platforms: Google Analytics, Google Workspace, Microsoft Office.
- Core Strengths: Social Media Strategy, Brand Development, Campaign Planning, Public Speaking.

WORK EXPERIENCE

TLashCo

Founder & Lash Technician

Self-Employed

Gainesville, FL

January 2021 - December 2024

- Built and managed a small business with 100+ recurring clients through social media marketing.
- Oversaw branding, client communications, and daily business operations grew bookings by 40%.
- Developed creative campaigns to increase brand recognition and client retention.

The Independent Florida Alligator Newspaper

Gainesville, FL

Advertising Representative

February 2023 - December 2023

Internship

- Supervised 30+ client accounts, increasing client base by 20% and ad revenue by 15%.
- Collaborated with design and editorial teams to ensure campaign accuracy and timely delivery.
- Strengthened client relations and enhanced brand visibility through targeted advertising strategies.

UF Blue Shirts (University Athletic Association)

Gainesville, FL

Marketing Representative

December 2019 - September 2021

Internship

- Executed and promoted 25+ fan engagement initiatives, driving a 30% increase in gameday participation.
- Coordinated event activations for 80K+ attendees, promoting sponsor visibility and fan experience.

RELEVANT EXPERIENCE

Marriott Westin Atlanta Gwinnett

Front Desk Receptionist

Full-Time

Duluth, GA

April 2024 - Present

- Facilitated seamless front-office operations to support guest satisfaction and operational accuracy.
- Elevated guest experiences through professional communication, problem-solving,

UNIVERSITY SERVICE

- PACE Center for Girls — Special Events Volunteer
- American Marketing Association (AMA), University of Florida — Social Media Chair