

CV / RESUME

With an education in creative communication and a career in digital delivery, I provide a unique blend of highly creative thinking and technical know-how. Through crafting creative campaigns, energetic designs, and applying imaginative uses for technology, I can improve the visibility, engagement, and execution of your brand message.

Marketing Proficiencies:

- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Creates / optimizes content and messaging across a variety of mediums.
- Builds, implements, monitors, and reports digital/marketing campaigns, to analyze performance and success.
- Identifies trends and insights, to optimize spend and performance.
- Provides thought leadership and perspective for adoption of new and emerging technologies.
- Executes strategies to drive both offline/online traffic to the web.
- Studies and measures A/B and multivariate experiments.
- Possesses extensive experience in brand management.
- Possesses extensive experience managing web / social analytics.
- Possesses extensive experience with email design, writing, and management.
- Possesses extensive experience meeting deadlines while prioritizing and working on multiple projects simultaneously.

Web Design and Management:

- Executes website, multimedia, and digital content designs using latest trends.
- Applies best practices for web and social media content.
- Approves and coordinates website content submissions from contributors.
- Possesses extensive experience improving the usability, design, responsiveness, and content of an organization's website.
- Collaborates with internal teams to create landing pages for web searches, emails, social marketing.
- Executes content design that meets Section 508 accessibility guidelines.
- Implements and manages content and layouts for Content Management Systems such as DotNetNuke, Drupal, Joomla, SharePoint, and WordPress.
- Utilizes Google Analytics to identify content with highest engagement.
- Measures and reports performance of digital marketing campaigns using Google Analytics to assess against goals (ROI and KPIs).
- Researches and optimizes ongoing SEO page rank strategies.
- Executes techniques including content marketing, paid search, SEO and PPC.
- Analyzes site demographics to effectively plan and implement future marketing and content strategies.
- Instrument conversion points and optimize user funnels.
- Develops front-end website designs using HTML5, CSS3, JavaScript and JQuery.

Software Proficiencies:

- Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, Adobe CS
- Microsoft: Word, Excel, PowerPoint, Outlook, Office

J. Mike Taylor at a glance:

- Branding and Online Marketing Professional since 1999
- Creates / supports content across a variety of mediums such as newspapers, print, social media, websites, press releases, and email.
- Designing web sites, multimedia, and digital content since 1995.
- Managing Social Media since 2003.
- Designing and managing site designs and content within Content Management Systems since 2005, including SharePoint, WordPress, Joomla, Drupal, and DotNetNuke (DNN).
- Using Adobe Creative Suite, Photoshop, Illustrator, Dreamweaver, InDesign, and Premiere since 1997.
- Develops front-end website designs using HTML5, CSS3, JavaScript and JQuery.
- Manages Search Engine Optimization (SEO) and Search Engine Marketing (SEM).
- Advanced knowledge of Section 508 accessibility standards for creating website content for users with disabilities.
- Current or past member PRSA, AMA, NAGW, AAF, and Social Media Charlotte
- BA in Journalism and Telecommunications } from University of Kentucky.
- MS in Integrated Marketing Communications from West Virginia University.



View my online resume

Use your smartphone to scan the QR Code and be taken to my online resume with detailed skills and work samples.

or visit <http://resume.jmiketaylor.com>

EXPERIENCE AND EDUCATION

WORK EXPERIENCE

Sep. 2012 – Today

Webmaster in Public Information

Mecklenburg County | Charlotte, NC | 980.395.2488 | MecklenburgCountyNC.gov

Responsible for online content creation and management for the Mecklenburg County brand.

ACCOMPLISHMENTS:

- Customer service for County agencies to assist with customer needs / build positive relationships.
- Lead Creative Process and Co-Project Lead for Redesign of MecklenburgCountyNC.gov.
- Co-Developed Mecklenburg County Web Governance Policy and Style Guide.

June 2011 – Sep. 2012

Director of New Media

Shatterbox | Lexington, KY | 859.280.2600 | shatterboxstudios.com

Creative lead for digital branding and mobile solutions.

ACCOMPLISHMENTS:

- Managed regional digital signage marketing network
- Developed custom responsive framework for custom WordPress theme designs.
- Creative and Technical lead for mobile app for established PGA tour event.

Jan. 2001 – June 2011

Creative Director

Hensley-Elam | Lexington, KY | 859.389.8182 | hea.biz

Management of creative process and UX development for client websites and applications.

ACCOMPLISHMENTS:

- Google Analytics, Adwords, and SEO campaign management for both company and clients.
- Creative Lead for highly-acclaimed DHS application use to monitor domestic food source risks.
- Creative design and management of email and direct mailing lists for marketing campaigns.

EDUCATION

May 2015 **M.S. Integrated Marketing Communications**
West Virginia University | Morgantown, WV

August 1998 **B.A. Journalism and Telecommunications**
University of Kentucky | Lexington, KY

October 1998 **Associate Degree in Graphic Design**
Platt College | San Diego, CA

March 1999 **Diploma in Specialized Multimedia Design**
Platt College | San Diego, CA

AWARDS

July 2015 **NACo 2015 Achievement Award**
"MecklenburgCountyNC.gov: A Better User Experience" in the category of Information Technology.

February 2015 **Harvard Ash Center for Democratic Governance and Innovation**
"Bright Idea In Government"
Commemorating 250 years as a county, an interactive campaign was created to celebrate Mecklenburg County's history.

References:

Available upon request.