

TAYLOR ARNOLD

Marketing & Communications • Events & Operations • Arts Administration

Brooklyn, NY • jtarnold224@gmail.com • marketingwithtaylor.com • jtaylorarnold.com • linkedin.com/in/jtaylorarnold

SUMMARY

Marketing and events professional with 10 years of experience across brand, content, social media, email, web, and event production. Credited as a major driver of a sales team's growth to \$35M in annual sales. Master of Music from NYU with experience in music publishing, festival planning, and arts programming. Seeking roles in marketing, communications, events, or arts administration.

EXPERIENCE

- Director of Marketing & Events** | The Edry Team at Keller Williams NYC, New York, NY 2021 – 2026
- Led all marketing: brand, print and digital collateral, social media, email, video, and website
 - Credited by the Director of Sales as a major driver of the team reaching \$35M in annual sales
 - Produced client galas, community gatherings, trade shows, and fundraisers from concept through day-of
 - Managed venues, vendors, catering, staffing, invitations, guest lists, and RSVP tracking for every event
 - Created and ran a nationally recognized annual stewardship campaign for 200 households
 - Managed budgets exceeding \$500,000 with expense tracking and reporting in Excel
 - Wrote and designed a monthly newsletter and email campaigns in Mailchimp and Canva
 - Rebuilt the team website twice and wrote all on-site copy
 - Hired and directed freelancers, vendors, and event staff
- Publishing Intern** | Duvagen Music Publishers (Philip Glass), New York, NY 2018 – 2019
- Administered rights, licensing, and contracts for a major music catalog
 - Maintained catalog records and communications between composers, licensees, and staff
- Festival Planning Team** | Interactive Arts Performance Festival, NYU Steinhardt 2017 – 2019
- Planned and produced the festival for two years with Dr. Tae Hong Park
 - Coordinated programming, scheduling, artist and technical needs, and venue logistics
- Content Creator & Site Owner** | Don't Forget The Garnish *Independent project*
- Built and ran an independent food and drink content site and its social channels
 - Grew traffic 138% through content strategy and paid social on Instagram and Facebook
- Operations & Events Coordinator, Race Director** | Biker's Edge, Ogden, UT 2009 – 2015
- Produced community events and races: registration, permits, course logistics, volunteers, and vendors
 - Recruited sponsors and managed participant communications as the primary point of contact
- Administrative & Payroll NCO** | United States Marine Corps Reserve, Honorably Discharged 2008 – 2014
- Supervised personnel and ran administrative, HR, and payroll operations for the unit over six years
 - Coordinated flight and travel logistics for a company of about 130 Marines, including an overseas deployment

SKILLS

- **Marketing & Content:** Brand and campaign strategy, social media, short-form video, email marketing (Mailchimp), copywriting
- **Web & Design:** WordPress, Wix, Squarespace, Canva, Adobe InDesign, audio and video editing (Logic Pro)
- **Events & Operations:** Event production, vendor and venue management, budgets, guest management, staff and volunteer coordination
- **Systems:** CRM and databases, Excel reporting, Microsoft Office, Google Workspace

EDUCATION

- **Master of Music, Music Theory & Composition**, New York University 2019
- **Bachelor of Music, Minor in Marketing**, Weber State University 2017