

J. Taylor Arnold

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SUMMARY

Dynamic, deadline-driven, Marketing Director with 10 years of experience in strategic brand expansion and team leadership across various marketing channels. Successfully transitioned a sales model, contributing to over \$180M in sales, and expanded the resale division to \$35M annually. Seeking a Marketing & Communications Manager role to drive impactful campaigns and elevate brand presence through design, content creation, and data-driven strategies.

EXPERIENCE

Director of Marketing | The Edry Team at Keller Williams NYC | New York, NY | March 2021 - April 2026

- Promoted from Marketing Coordinator to Marketing Director in less than 2 years after driving measurable business growth and expanding brand reach.
- Built and led the teams full marketing function across digital, print, events, content, and communications.
- Designed 100+ marketing assets, including listing collateral, marketing graphics, brochures, presentations, direct mail, signage, and digital assets using Adobe InDesign and Canva.
- Wrote and managed all marketing copy for social media, brand websites, listing descriptions, email campaigns, and client-facing materials supporting 60+ transactions yearly.
- Helped transform the business from a primarily new-development sales model into a high-performing resale business totaling \$180M+ in sales since joining.
- Contributed to growth of the resale division from \$0 to an average of \$35M in annual sales volume.
- Managed website updates, content, SEO strategy, and digital campaigns to increase visibility and lead generation.
- Developed targeted email marketing initiatives for a 20,000-recipient database with Mailchimp and Canva and refined content to consistently earn high open rates compared to industry standards.
- Produced and promoted client events, brand activations, and community experiences from concept through execution.
- Collaborated with leadership, agents, photographers, designers, and vendors to deliver polished campaigns on tight timelines.
- Managed marketing budgets in excess of \$500,000 annually, tracked campaign performance, and optimized initiatives using data-driven insights.
- Spearheaded cross promotion strategies across digital, print, and event channels over a 36-month period, integrating Mailchimp, Adobe InDesign, and Canva to drive a 25% increase in multi-channel engagement rates and a 40% open rate in newsletter campaigns.

Content Creator | Don't Forget the Garnish | March 2020 - April 2021

- Leveraged copywriting, photography, and videography skills to create social media content and sell canned beverages.
- Managed and updated social media, website, and blog content.
- Boosted website traffic 138% within one month through effective advertising and social media content.
- Raised brand awareness by utilizing Facebook Ad Manager, analyzing paid social media activities to maximize ROI.

Digital Marketing Analyst – Contract Work | Novarad Enterprise Healthcare Solutions | December 2020 - March 2021

- Conducted research and utilize Google Analytics to perfect each campaign and boost the effectiveness of PPC Ads.

- Managed a \$10k Google Ad word budget.
- Increased ROI for two digital marketing campaigns by writing effective and accurate advertisements utilizing PPC SEM.
- Improved conversions by 67% while reducing CPC by 21% and cost/convert by 12.66%.
- Streamlined multi-channel digital marketing campaigns by integrating data-driven insights from Google Analytics, thereby amplifying reach and engagement across targeted audience segments.
- Coordinated cross promotion strategies across four digital platforms over a 3-month period, leveraging Hootsuite and Google Analytics to drive a 28% increase in referral traffic and expand campaign reach to new customer segments.

Digital Media Coordinator | The Biker's Edge | Kaysville, UT | 2012 – 2017

- Oversaw collaborative efforts to for engaging social media planning and merchandise, utilizing our in-house designer for streamlined workflow.
- Produced and published over 50 blog posts, email newsletters, and articles monthly, maintaining 100% deadline compliance and contributing to a 30% YoY increase in digital content engagement; content distributed to a subscriber base exceeding 5,000 using Mailchimp.
- Launched in-theater advertising campaigns using video content editing tools to run targeted ads before movie screenings, driving a 10% increase in monthly store traffic over a six-month period.
- Increased business cycling event attendance by 45% over three years by coordinating multi-city cycling events spanning 150+ miles, managing logistics with 13+ municipal partners, 30+ vendors, and 10 law enforcement agencies to deliver seamless large-scale activations and drive brand engagement.

EDUCATION

Master of Music | New York University | New York, NY | 2019

Bachelor of Music | Weber State University | Minor in Marketing | Ogden, UT | April 2017

SKILLS

Mailchimp, Adobe InDesign, Canva, Airtable, Linktree, Youtube, Microsoft Suite, Google Suites, Website Design & Management, Copywriting, Video, Event Marketing, Time Management, Wix, SquareSpace, WordPress, Digital Storytelling, Organizational Skills, Contemporary Music, Music Composition
