

TAYLOR MARKETING MANAGER MCKENZIE

CONTACT

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CHARLESTON, SOUTH CAROLINA

EDUCATION

CAPITAL UNIVERSITY, 2007-2011
BACHELOR OF ARTS IN
MARKETING

ACCOMPLISHMENTS

MARKETING PLAN CREATION
created annual marketing plan for
multiple businesses

TOP LINE REVENUE IMPACT
facilitated marketing plan to impact
revenue goals of +28 million

ROI REPORTING FOR MARKETING SPEND
closely monitored ROI reports of
marketing spend

BUDGET MANAGEMENT
financially managed marketing budget
totaling +600K

TEAM BUILDING + MANAGEMENT
managed a team of marketing
coordinators both local + remote

SEE ADDITIONAL EXPERIENCE
AT [LINKEDIN.COM/IN/TAYLORPMCKENZIE](https://www.linkedin.com/in/taylorpmckenzie)

SKILLS

- CAMPAIGN ENGAGEMENT
- GOOGLE ANALYTICS
- DIGITAL FIRM MANAGEMENT
- EMAIL DISTRIBUTION
PLANNING
- CONSUMER SEGMENTATION
- CONTENT WRITING
- SOCIAL MEDIA STRATEGY

RECENT EXPERIENCE

WYNDHAM VACATION RENTALS 2013-PRESENT
REGIONAL MARKETING SPECIALIST

Key member of leadership team, overseeing
marketing strategy for over 1,000 vacation
rental properties throughout South
Carolina and Tennessee, developing
campaigns through multiple advertising
channels

Managed and implemented targeted paid
campaigns, curated content, and multi-
channel holistic campaigns

Researched and selected media outlets
for advertising and promotional content
digitally and traditionally

Instrumental in multiple email
campaign redesigns, activated
triggered emails for leads and 3rd
party consumers