

Taylor J. Hall

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SUMMARY

- **Contributor** • **Communicator** • **Collaborator** • **Developer** • **Implementer** • **Organizer** • **Motivator**

Accomplished realist, with proven ability to develop and implement both digital media and marketing strategies that support business and financial objectives, recognized as a specialist in increasing brand identity through all forms of media; digital, social, and print.

Respected team member, with the ability to lead and make an impact, equipped with powerful communication, coordination, time management, and analysis skills.

EXPERIENCE

Communications Coordinator

September 2011 to Present

West Indy Racquet Club, *Indianapolis, IN*

Updated website content to deliver organization's message.

- Customized title tags, meta descriptions, and permalink structure to help increase SEO.
- Verified website using Google Webmaster Tools.

Skills Utilized in this Position: Brand Identity, Content Management Systems, Adobe Photoshop, Search Engine Optimization.

Digital Media Specialist / Administrative Assistant

September 2008 to August 2011

Central Indiana Tennis Association, *Indianapolis, IN*

Directly impacted brand presence growth of organization in 61 counties by customizing and integrating digital media, print media, and social media internally and externally while performing administrative duties.

- Wrote all content and created graphics for website. Implemented a user-friendly layout.
- Transformed website into a top district website. Increased website visits by over 570% in 2011.
- Created marketing collateral eliminating outsourcing of projects through conceptualization and design using Adobe programs.
- Established brand presence on social network pages, Facebook and Twitter.
- Crafted content which increased user activity and following on both Facebook and Twitter.
- Customized permalink structure and external links to increase SEO.
- Wrote email marketing content for monthly e-newsletter sent out to over 4,900 members.
- Produced video to help promote Jr. Team Tennis District Championships.
- Organized and implemented association's Annual Meeting in 2010 for over 80 attendees, included lunch and awards ceremony.

Skills Utilized in this Position: Brand Identity, Content Management Systems, Project Management, Adobe Photoshop, Adobe InDesign, Social Networks, Email Marketing, Blogging, Google Analytics, Campaigning, Event Planning, Digital Photography, Windows Movie Maker.

Web Manager

January 2010 to March 2011

Hamilton County Community Tennis Association, *Carmel, IN*

Updated organization's website on a monthly basis using Microsoft Expression Web to increase visual appeal and usability of website.

- Customized content and graphics to fit website layout. Edited areas of HTML and CSS.
- Contributor in re-launch of website using WordPress to make it more functional and to eliminate outsourcing of web updates

Skills Utilized in this Position: Web Publishing Software, Adobe Photoshop, Brand Identity.

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Project Manager

July 2010 to November 2010

West Indy Racquet Club, Indianapolis, IN

Re-launched company website using WordPress.

- Transferred and customized content within new website layout.
- Eliminated outsourcing of web updates after teaching a staff member how to use the content management system.

Skills Utilized in this Position: Project Management, Content Management Systems, Adobe Photoshop, Brand Identity.

Freelancer

July 2006 to September 2010

Taylor J. Hall, Indianapolis, Muncie, & South Bend, IN

Launched personal and company websites using WordPress, designed logos and graphics, and produced audio and video mixes.

- Communicated with clients throughout process to make sure expectations were met and projects were completed on time.

Skills Utilized in this Position: Project Management, Content Management Systems, Brand Identity, Adobe Photoshop, Search Engine Optimization, Pro Tools, Consulting.

EDUCATION

Bachelor of Arts

August 2004 to May 2008

Ball State University, Muncie, IN

- Major: Telecommunications
- Minor: Digital Media
- Admitted to the TCOM Digital Storytelling Master's Program.

SKILLS

Digital Media

- Content Management Systems
- Email Service Providers
- Blogging
- Microsoft Office
- Adobe Photoshop
- Social Networks
- Digital Photography
- Adobe InDesign
- Google Analytics
- Web Publishing Software

Marketing

- Project Management
- Search Engine Optimization
- Event Planning
- Brand Identity
- Email Marketing
- Consulting
- Print Collateral
- Campaigning

Production

- Pro Tools
- Windows Movie Maker
- Mixcraft
- Final Cut Pro
- DVD Studio Pro
- iMovie
- Cool Edit Pro (Adobe Audition)

SOCIAL NETWORKS

@taylorjhall

- Twitter
- Google+
- LinkedIn
- Pinterest
- YouTube