

TAYLOR KELLY

INTERIOR DECORATOR & COMMUNICATIONS SPECIALIST

EDUCATION

BACHELOR OF ARTS JOURNALISM & TELECOMMUNICATION

Ball State University

INTERNATIONAL DESIGN & DECORATING

QC Design School

PROFESSIONAL SKILLS

Interior Decorating
Home Staging
Content Writing & Editing
Business Storytelling
Copywriting
Adobe Software Suite
Project Management
Market Research
Content Management Systems
Product Marketing
Account Management

PERSONAL SKILLS

Strong Work Ethic
Communication
Organization
Time Management
Self-Starter
Creativity
Interpersonal Skills
Perceptiveness

CONTACT

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CAREER EXPERIENCE

CORPORATE COMMUNICATIONS SPECIALIST

Asbury Automotive | March 2023 - Present

- Managing and supporting internal communications channels
- Writing internal and external promotional materials
- Managing media relationships and press inquiries
- Social media content creation and management
- Assisting with executive communications, including presentations
- Graphic design work, ensuring materials meet brand standards
- Supporting key initiatives, including human resources, benefits, compensation, recruiting sustainability, safety, and diversity and inclusion

COMMUNICATIONS CONTENT MANAGER

Imerys | Oct 2021 - Mar 2023

- Wrote & curated stories, articles & content supporting internal/external communications, marketing, PR & social media, which tells the organization's story, and is aligned with the goals of the business
- Partnered with cross-functional teams to provide communications strategy & resources
- Increased employee engagement through compelling content & event facilitation
- Collaborated with Corporate Communications team to transcend Global communications strategy throughout the organization

CONTENT MANAGER

Surya | Feb 2021 - Oct 2021

- Standardized e-commerce procedures to produce, publish, and manage copy for all incoming product
- Trained and oversaw freelance copywriters
- Partnered with marketing and photography teams to curate and produce relevant imagery for top producing e-commerce customers
- Conducted market research, utilized Google Trends to identify trending keywords
- Designed promotional content layouts, A+, infographics, banners
- Wrote product copy descriptions, webpage highlights, client blog posts, video captions for top clients Amazon, Overstock, and Wayfair

E-COMMERCE ACCOUNT MANAGER + CONTENT ASSOCIATE

Surya | July 2019 - Feb 2021

- Partnered with clients, built strategic relationships to maximize Surya's shelf space and profitability
- Identified growth opportunities, delivered results through customer relationship management, product content management, and marketing and merchandising
- Conducted regular sales and activity analysis to determine performance of customer portfolio and identified areas for improvement
- Conducted competitor research, identified industry trends
- Wrote informative and engaging product copy descriptions
- Designed promotional content layouts, infographics, banners

SALES ASSOCIATE

Marshalls + TJMaxx | Mar 2015 - Jan 2020

- Organized merchandise to maintain store visual appeal & drive sales
- Assist customers with purchases, returns & provide product recommendations