

# Taylor Powell

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## Social Media Marketer & Graphic Designer

Creative and results-driven Social Media Marketer and Graphic Designer with a strong background in content creation, brand development, digital marketing, and visual storytelling. Adept at leveraging social media platforms, graphic design, and multimedia tools to increase engagement, brand awareness, and audience growth.

### Core Skills and Strengths

Social Media Strategy & Management | Content Creation | Graphic & Visual Design | Video Editing & Production | Branding & Identity Development | Web Content Management | Email Campaign Design & Marketing | Photo & Video Editing | Creative Problem Solving & Collaboration | Time Management & Multitasking

### Technical Proficiency

Adobe Creative Suite (Illustrator, InDesign, Photoshop)

Digital Media Production & Editing (Adobe Premiere Pro, After Effects, Avid Media Composer)

Microsoft Office Suite (Word, Excel, Powerpoint)

Visual Communication & Design (Canva, Color Correction, WordPress, HTML/CSS)

### Professional Experience

Ceres, Boston, MA

2021 - 2024

#### Senior Associate, Visual Communications & Social Media

- Developed and executed engaging social media campaigns across multiple platforms, increasing followers and engagement rates.
- Created compelling branded content, infographics, and videos supporting program initiatives, resulting in 100+ signatories and 89% new website users.
- Collaborated with marketing team to produce digital advertisements, email templates, and web content, ensuring brand consistency.

Road Scholar, Boston MA

2018 - 2020

#### Print & Digital Design Associate

- Designed marketing collateral including large-format catalogs, brochures, and digital ads for social media campaigns.
- Maintained and organized a digital photo library of over 45,000 images to streamline content creation.
- Awarded **NEMOA Fall 2019 Rising Star Award** for innovative design contributions.

West Suburban YMCA, Newton, MA

2017 - 2018

#### Design & Digital Content Assistant

- Created digital and print branding materials that generated over 50,000 impressions and doubled membership.
- Supported social media content planning and execution to promote programs and events.
- Partnered with the Marketing Director to develop campaigns that increased community engagement.

### Education

Lasell College, Newton, MA

**Bachelor of Arts in Graphic Design**, *Magna Cum Laude*, *Dean's List*, *Achievement Award*, *Academic Book Award in Graphic Design*