

Katrina Taylor

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“Katrina truly is exceptional. In a world that doesn't, she does--quickly, thoroughly, and with ideas that make your concepts really shine. You cannot get this quality at this pace anywhere. Not just in media--anywhere.”

- **Greg Presto**
Co-President
Parsonage Productions

“Katrina Taylor is an extremely versatile new media developer with excellent verbal, visual and written communication skills. She is an able and fluid designer in both form and function and clearly an asset to any communication or marketing group. Above all, she is a delight--easy to work with and highly productive.”

- **Starla Stensaas**, MFA
Communication Manager
Web and Information Services
University of Arkansas

New Media Specialist • Social Media Developer • Web Designer

New and emerging media producer with substantial social media skills and experience. Highly qualified in identifying current social media trends and creating dynamic, innovative and engaging digital content. Proven history of raising visibility for various brands through interactive marketing and PR materials. Extensive training in online user interaction and behavior. Highly proficient communicator with excellent written, verbal, visual and digital communication skills.

- Expertise creating brand presence using new and emerging media through social marketing campaigns. Skills and experience with Facebook, Twitter, YouTube, LinkedIn, Foursquare, mobile content and blogging.
- Excellent written and verbal communication skills. Ability to create and present compelling and creative content for internal presentations, public media posts, updates and appearances. Strong public speaker.
- Adept organizational skills. Ability to effectively multitask and maintain work flow for multiple clients, brands and projects simultaneously.
- Skilled communicator comfortable working with cross-functional teams in both leadership and community member roles to achieve common marketing goals and PR strategies.
- Considerable experience creating compelling visual and multimedia materials for the web including mini-sites, e-commerce sites, email blasts, newsletters, ad campaigns, videos and slideshows.
- Thorough understanding of user behavior and interaction. Experience analyzing metric and tracking data, then making decisions and implementing change based on such data.

Professional Experience

Web Designer • New Media Specialist

MensHealth.com - *Men's Health* magazine
September 2007 - Present

- Develop social media content, web content and mobile content.
- Design and build interactive web and multimedia materials for marketing and PR campaigns.
- Communicate effectively with multiple management and production teams across the country.

Web Designer • Front-End Developer • Social Media Producer

Clients with specialties ranging from finance to fashion
June 2007 - Present

- Consult with clients to determine project goals such as functionality, interaction and brand messaging.
- Create illustrations, wireframes, and presentations to clearly communicate concepts and goals to clients.
- Construct digital corporate identities and create fully functional interactive content from approved concepts.
- Create brand presence through social media sites such as Facebook and Twitter and YouTube.

Web Designer • Web Producer

Turning Stone Resort
July 2007 - December 2007

- Designed and built web and social media tools.
- Managed third party advertising agencies and provided art direction for marketing and PR materials.
- Designed and constructed PR and marketing tools.
- Gathered feedback from various departments and implemented appropriate changes.

Programs & Skills

- Designing and coding social networking content for sites such as Facebook, Twitter and YouTube
- Conceptualization, design and production of new and emerging media
- Writing, designing and producing blogs
- Writing for the new and traditional media
- Creative writing for marketing materials
- Design and production of ad campaigns and PR materials
- Web usability, user interaction and behavior, information architecture
- HTML/XHTML, CSS, Javascript, JQuery
- Macromedia Flash, ActionScript, Adobe CS3/CS4
- Adobe Dreamweaver, Photoshop, Illustrator, InDesign
- Coding for cross-browser compatibility
- Search Engine Optimization
- Email design and coding
- Microsoft Office (Word, Excel Powerpoint, Outlook)
- Photo editing and retouching
- Video production and sound editing

Education

M.S., New Media - 4.0 GPA
S.I. Newhouse School of Public Communications
Syracuse University
August 2007

B.A., Interactive Media, English - Creative Writing - 3.75 GPA
Dana College
May 2006