

TAYLOR WARD

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<https://www.taylorwardportfolio.com/>

DIGITAL MARKETING SPECIALIST | BRAND STRATEGIST & PROJECT MANAGER

An accomplished digital marketing, brand strategy, and project management expert, specifically in the sports, entertainment, and media industries. Success in developing digital marketing strategies that drive client growth and innovation for disruptive brands such as White Claw, Liquid Death, Mike's Hard Lemonade, Two Chicks Cocktails, Graduate Hotels, SaddleBrook Resorts, SEC, Vanderbilt Athletics, Patrick Leddin, James Patterson, Disrupt Everything, and more.

Master's degree, Marketing, Vanderbilt Owen. Skilled in:

Digital Marketing
Creative Strategy
Brand Strategy

Project Management
Social Media Management
Content Creation

TECHNICAL SKILLS: Google Analytics, Prompt Engineering for ChatGPT, SPSS, Tableau, SaaS, Qualtrics, Adobe Cloud, Microsoft Office, Google Suite, Asana, Trello, Rella, Canva, Capcut, Sprout Socials, Monday.com, HubSpot.

EXPERIENCE

TAYLOR WARD BRANDING – Remote

2024 – Present

Founder / Freelancer, Digital Marketing Agency

- Elevates brands and amplifies impact through effective digital marketing solutions offering services such as digital brand audits, social media strategy, content creation and management, creative assets, emails and newsletters.
- Developed and executed strategic brand positioning initiatives, boosting client visibility and engagement across digital, social, and physical platforms.
- Served as lead creative strategist and social media manager for award-winning author and leadership speaker Patrick Leddin. Produced daily, high-impact social content (educational and promotional) to support the launch of Disrupt Everything, a forthcoming New York Times bestseller.
- Created and managed multi-channel advertising campaigns, optimizing performance through data-driven strategy and platform-specific creative.
- Led content production and strategy for a cross-brand collaboration between Sony's Wheel of Fortune and Visit Myrtle Beach. Partnered with producers to develop social-first video content, formal campaign assets, and B-roll for multi-platform use

VANDERBILT UNIVERSITY – Nashville, TN

2023 – 2024

Project Manager

- Lead project manager for Disrupt Everything a New York Times best-seller and business leadership book in partnership with award-winning authors James Patterson and Patrick Leddin.
- Managed a team of 10 across 2 collaborative teams conducting research with the Disrupt Everything project at Vanderbilt University.
- Led and organized team meetings and project materials; established communication strategies between team and authors; collaborated on innovative ideas and strategies and conducted and synthesized over 100+ hours of interviews with Fortune 500 senior executives while maintaining quality relationships with interviewees.

G7 ENTERTAINMENT MARKETING – Nashville, TN

Summer 2022

Marketing Intern

- Executed brand partnerships with Fortune 500 clients and entertainment industry talent, curating brand content, developing digital marketing strategies, social media content and strategy and oversaw event activations.
 - i.e. White Claw, Mike's Hard Lemonade, Liquid Death, etc.
- Collaborated with utility NFTs, brand & influencer marketing, and regulatory industries i.e. adult beverages.

VANDERBILT ATHLETICS MARKETING – Nashville, TN

Spring 2021

Sports Marketing Intern

- Directed marketing and promotional campaigns for all 15 Vanderbilt Athletics Division 1 sports teams, creating engaging content and coordinating game operations and in-game entertainment for both Vanderbilt and the SEC.

VANDERBILT ATHLETICS MEDIA – Nashville, TN

2021 – 2023

Lead Social Media Manager

- Produced daily engaging content on major media platforms for a D1 SEC sports team. Grew engagement by 300% within the first 4 months and doubled engagement by 600% after 12 months.

LEADERSHIP

DELOITTE STUDENT-ATHLETE LEADERSHIP EXPERIENCE – Remote

2023

Selected Participant

- Selected for the 2023 Deloitte Student-Athlete Leadership Experience program that supports student-athletes to create post-athletic career success. Participated in various workshops and networking events connecting with leaders at Deloitte and other student-athletes.

STUDENT-ATHLETE ADVISORY COMMITTEE – Nashville, TN

2021 – 2023

Vice President & SEC Board Member

- Provided input on the student-athlete experience, including rules, regulations, and policies that affect students' lives.
- Created and led a peer mentorship program where upperclassmen mentored underclassmen to cultivate a community of growth and support for Vanderbilt's athletics community.

EDUCATION

VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT – Nashville, TN

2024

Master of Science, Marketing

- Clubs: Owen Consulting Club, Women's Business Association, Owen Marketing Association.
- Brand Week: Led and developed strategic marketing plans for brands such as Graduate Hotels, Central BBQ & Learfield sports properties. Generated managerial insights that were implemented into active advertising campaigns. The team received second place overall.
- Relevant Coursework: Marketing Communications in Advertising & Social Media, Marketing Strategy, Marketing Digital Marketing Strategy, Marketing Analytics, Quantitative Analysis for Marketing Decision Making, Brand Management.

VANDERBILT UNIVERSITY – Nashville, TN

2023

Bachelor of Science

Major Human & Organizational Development; Minors: Business, Psychology

- Dean's List, SEC Honor Roll for four consecutive years.

NCAA Division 1 Women's Swim Team

- Miss Commodore 2023 recipient: The highest honor in Vanderbilt Athletics award to 1 senior student-athlete.
- Four-year varsity letter winner on the Vanderbilt Women's Swim Team competing in the SEC Conference.