

# TAYLOR LAWRENCE

## Digital Marketing Strategist

817-965-2114

Taylor.Lawrence95@gmail.com

LinkedIn.com/in/TLawrence95

## SUMMARY

Data-driven Digital Marketing Strategist with a proven track record of executing high-impact advertising campaigns that drive engagement, brand growth, and measurable ROI. Expert in digital advertising, social media management, and performance analytics, leveraging insights to create cross-collaborative strategies. Skilled in audience growth, reputation management, and optimizing paid media to increase visibility and revenue. A results-focused leader who turns data into action and strategy into measurable success.

## CORE COMPETENCIES

- **Drives Digital Strategy and Brand Growth** – Develops and optimizes high-impact digital marketing strategies that elevate brand presence and engagement to increase ROI.
- **Creates High-Performing Strategic Marketing Campaigns** – Crafts content, manages cross-platform campaigns, and drives growth.
- **Crafts Compelling Brand Narratives** – Develops content that resonates, builds loyalty, and strengthens brand identity.
- **Turns Data into Actionable Insights** – Leverages analytics to optimize campaigns and improve performance.
- **Safeguards Brand Reputation** – Monitors, manages, and protects brands in the digital space, mitigating risks.
- **Transforms Market Research into Strategy** – Analyzes trends, audience behavior, and competitive insights to inform marketing decisions.
- **Leads Projects and Client Relationships** – Manages cross-collaborative teams and ensures seamless execution of projects.
- **Stays Ahead of Digital Trends** – Keeps brands competitive by adapting to emerging tech, platforms updates, and market shifts.

## EXPERIENCE

03/2022 – 01/2025  
Oklahoma City, OK

### Digital Media Manager

#### Jones PR

Responsible for overseeing and managing the social media and digital marketing services for Jones PR and a diverse selection of clients, including developing content strategies, running advertising campaigns, and managing client reputations in the digital sphere.

- Met with clients to determine their digital media needs and where strategy can be integrated into current brand management.

	<ul style="list-style-type: none"> <li>Assisted with the research, creation, and ongoing development of client brand voice and content strategy.</li> <li>Analyzed and monitored client social and digital strategies for effectiveness, accuracy, and return on investment.</li> <li>Developed written content and provided guidance and feedback for accompanying creative assets.</li> </ul>
05/2021 – 09/2021 Ada, OK	<b>Social Media Analyst</b> <b>The Chickasaw Nation</b> Shifted focus to social media content creation, research, analytics, and reporting. <ul style="list-style-type: none"> <li>Analyzed post metrics, account followers, and overall engagement for emerging trends.</li> <li>Conducted research and reporting on trends and topics.</li> </ul>
10/2019 – 05/2021 Ada, OK	<b>Communications Specialist</b> <b>The Chickasaw Nation</b> Promoted awareness of the Chickasaw Nation and its programs, services, and initiatives through social media. <ul style="list-style-type: none"> <li>Developed and implemented media campaigns including content, graphics, timelines, results, statistics, and reports.</li> </ul>

## EDUCATION

2024	<b>Master of Arts in Mass Communication</b> The University of Florida
2019	<b>Bachelor of Fine Arts in Art, Technology &amp; Culture</b> The University of Oklahoma

## AREAS OF EXPERIENCE

<b>Digital Advertising</b> <ul style="list-style-type: none"> <li>Facebook/Instagram</li> <li>LinkedIn</li> <li>X</li> <li>TikTok</li> <li>Google/YouTube</li> <li>Programmatic Advertising (Search, Display, OLV, Audio, etc.)</li> </ul>	<b>Social Media Platforms</b> <ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>LinkedIn</li> <li>X</li> <li>Bluesky</li> </ul>
--	---

## **AWARDS**

### **NextGen Under 30 Recipient**

2024

Recognized for my contributions to the Digital Media, Public Relations, Marketing, and Advertising industry in Oklahoma by showcasing leadership, innovation, and community impact.

### **PRSA OKC Uppercase Award**

2023, 2024

Executed and authored the submission that earned Jones PR Uppercase Awards in 2023 and 2024, showcasing our abilities in Google advertising, social media advertising, and digital media strategy.

## **ORGANIZATIONS**

### **Member**

#### **American Marketing Association, Oklahoma City Chapter**

2024 - Present

Continuous professional development, networking opportunities, and access to industry insights, demonstrated commitment to staying informed and engaged in the field of marketing.