

# kyle taylor

## recent professional experience

### Marketing Consultant

*Bialka Accounting Services, Chicopee, MA, January 2012 – Present*

- Develop design, branding, and messaging for personal accounting business
- Manage all social media presence and website content
- Create all marketing collateral

### Assistant Director of Admission Marketing

*Curry College, Milton, MA, August 2011 – October 2013*

- Email Marketing Specialist responsible for over 100 unique emails per year to over 10,000 prospective students
- Community Manager responsible for all Admission Office social media presence
- Updated and maintained content for over 20 Admission-related pages on the Curry College website
- Maintained student records using Banner ERP system
- Analyzed and manipulated data and records using Microsoft Office Suite, analytics, and CRM-provided metrics
- Admission Counselor with recruiting territory greater than 35 states
- Part of Admission Team that surpassed enrollment goals by over 5% each year
- Part of Admission Team that converted over 15% of accepted students into enrolled students
- Representative of the college during both off-campus and on-campus visits and recruitment events
- Event planning and coordination for over 25 large- and small-scale on-campus events throughout the recruiting cycle

### Graduate Assistant for Social Networking

*University of Massachusetts Dartmouth, North Dartmouth, MA, January 2011 – August 2011*

- Managed social media presence for Graduate Studies office at UMass Dartmouth
- Developed content calendar for social media, working numerous departments to promote activities and events
- Grew Facebook “Likes” from initial creation of account to over 500 users by time of leave

### Social Media Specialist, Volunteer

*United Way of Greater New Bedford, New Bedford, MA, October 2010 – May 2011*

- Managed social media presence and all website content
- Maintained “Volunteer Solutions” database consisting of over 80 agencies and 1,000 volunteers
- Assisted with planning and coordination of various United Way initiatives and events

## education

### Master of Business Administration, 2011

*Focus in Online Marketing and eCommerce*  
University of Massachusetts Dartmouth

### Bachelor of Science in Marketing,, 2010

*Minor in Finance*  
University of Massachusetts Dartmouth

## contact

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## skills and proficiencies

### Certifications

- HubSpot: Inbound Marketing Certified Professional

### Marketing Skills

- Social Media Marketing
- Email Marketing
- PPC Advertising (Google AdWords, Facebook Ads)
- Analytics and Search Engine Optimization
- Market Research
- Event Planning and Coordination

### Technical Skills

- Web Design (HTML, CSS, basic PHP)
- Content Management Systems
- Customer Relationship Management systems
- Microsoft Office Suite
- Database Management and Data Entry
- Basic Graphic Design