

# TAYLOR GOODWIN

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Online Portfolio - tgoodwin71.wixsite.com/taylorjgoodwin



## Skills

Adobe Creative Suite  
Microsoft Office  
Canon Equipment  
Group and Personal Communication  
Multitask and Meet Deadlines  
Quick Learner/Projects and Software  
Media Mix Analysis/Media Buying  
Google Analytics  
Social Media Ads/Analytics

## Affiliations

Leadershape Institute  
Orientation Leader  
Director of Freshman Orientation  
Director of Enrollment Central  
Homecoming Community Outreach Director  
Media Ethics Conference Planning Committee  
Rotary Club  
AIM (Action in Muskogee)  
Alpha Gamma Delta

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## **JARBOE SALES COMPANY**

**07/2017 - PRESENT**

### *Marketing & Recruiting Coordinator*

- Design and administer the marketing/social media strategy including content creation for multiple social channels, updates, photo selection, proofreading, and overall brand consistency across social platforms.
- Design print, online, and other advertising materials for Jarboe Sales Company and their subsidiaries
- Responsible for Advertising and Recruitment for the companies including Interviews and phone screenings.
- Responsible for the training and development of Safety, Orientation and Employee development.
- Event planning.
- *Other tasks in the HR department such as new hire paperwork, companywide projects, and day to day responsibilities*

## **SPECTRA VENUE MANAGEMENT**

**06/2016- 07/2017**

### *Sales & Marketing Manager at Muskogee Civic Center*

- Assist in the creation and implementation of marketing, group, and premium ticket sales campaigns for various concerts, family shows & sporting events to maximize event awareness and exposure.
- Carry out all assigned duties and responsibilities, including additional tasks as needed - to help achieve the overall goal of a successful season and department.
- Updated and maintained the facility's image on facility website; databases and all social media
- Developed new marketing programs and initiatives to maximize ticket sales
- Created collateral materials such as print ads, promotional pieces, posters, schedules, calendars and various ticket brochures from concept to completion

## **SPECTRA VENUE MANAGEMENT**

**05/2015 - 08/2015**

### *Event Management/Marketing Intern at Enid Event Center & Convention Hall*

- Designed web content, including monthly newsletters and promotional calendars
- Maintained official company page on Facebook to facilitate interaction with customers
- Created and designed marketing collateral for sales, events, and company executives within the Event Center

**Bachelor of Arts:** Mass Communications-Strategic Communications / Minor - Photography  
**University of Central Oklahoma 2012-2016** - Edmond, OK