

TAYLOR MCNAMARA

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SKILLS

Account Management, Client Relations, Strategic Communications, Content Development, Copywriting, Press Releases, Blog Writing, Storytelling, Brand Positioning, Campaign Management, Project Management, Brief Creation, Content Calendars, Social Media Strategy, Digital Marketing, Events, Influencer Partnerships, Audience Engagement, Community Management, Analytics & Reporting | **Tools:** ClickUp, Asana, Google Analytics, Canva, Photoshop, Later, ChatGPT, Zapier, Facebook Ads, Instagram, TikTok

PROFESSIONAL EXPERIENCE

Account & Social Media Manager (Contract)

Integrity Marketing

09/2025 - 05/2026

- Served as the primary client contact, translating business goals into campaign strategies, content calendars, and creative briefs.
- Planned and launched seven integrated campaigns, overseeing strategy, copy, and scheduling across social and digital channels.
- Managed brand and social media strategy for a multi-client portfolio across construction, beauty, real estate, nonprofits, and performing arts.

Lead Brand Strategist (Contract)

Gämi cloud storage app

04/2025 - 08/2025

- Developed and executed full brand identity from inception including brand voice, visual direction, tone guidelines and creative assets.
- Conceptualized marketing campaigns by creating strategy, copy, design feedback, and content scheduling.
- Led cross-functional collaboration and creative direction for digital channels and consulted on UX enhancements.

Social Media Manager

Ellie Mental Health

01/2025 - Present

- Increased Instagram and Facebook engagement by 38% in six months by designing interactive campaigns, managing community interactions and content calendars that drove both reach and lead inquiries.
- Wrote blog content for the Ellie website, supporting brand education and audience engagement.
- Analyzed performance metrics using Soci, Google Analytics, Instagram Insights, and TikTok Creator Studio.

Project Manager / Strategist

Lineal Services

12/2023 - 02/2025

- Automated AI-driven workflows using ChatGPT, Notion AI, and Zapier to reduce manual data processing time.
- Oversaw 17 projects and enhanced client communication and timelines with ClickUp to improve delivery speeds and client experience.
- Created data-driven content sets using Google Suite and AI analytics, streamlining production and cutting turnaround time by 40%.

Campaign Strategy Manager

Machita Marketing Agency

02/2022 - 11/2022

- Executed organic and paid cross-functional social media campaigns for beauty, wellness, apparel, and tech brands using A/B testing, influencer collaborations, and engagement strategies, increasing brand visibility and organic engagement.
- Optimized conversion-driven ad creatives, interactive posts, and short-form videos with refined storytelling.
- Managed Facebook, Instagram, and TikTok ad campaigns with a \$15K monthly budget, utilizing audience segmentation and retargeting.

Web3 & Digital Marketing Consultant

Trioscope Film and Animation Studio

03/2021 - 04/2022

- Shaped strategy and digital activations for *Takeover*, Quavo's hybrid-animation action film.
- Built community engagement strategies for an animated-film video game using AMAs, storytelling, and Discord gamification.
- Conducted market research on blockchain gaming and cultural impact, refining go-to-market positioning and investor messaging.

Content Development Manager

Defiant Studios

10/2018 - 02/2021

- Advised recording artists on personal branding and social media growth, helping them build their audiences and promote new releases.
- Led social media strategy and content creation for the studio, growing its online presence and showcasing artists recording there.
- Co-wrote press releases for artist projects and studio announcements to support media outreach.

EDUCATION

Bachelor of Science in Mass Communications (Strategic Advertising) – Virginia Commonwealth University