Leon Taylor Jr

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Education

FLORIDA A&M UNIVERSITY | TALLAHASSEE, FL
Major: Information Technology
Graduation: December 2019

Employment History

(UGC) USER GENERATED CONTENT CREATOR | SOCIAL MEDIA | OCTOBER 2023 – CURRENT

· Implemented research on core company values using proven case studies to create strategic attention grabbing content to run organic and social media ads. Using data, demographic, and viral stats to create conversions for e-commerce brands.

· Communicated with marketing managers and brand strategist to provide creative engagement pertaining to trending content while developing and executing, planning,, and scoping an end to end creative campaign with internal and external teams.

SOCIAL MEDIA STRATEGIST | SOCIAL MEDIA | NOVEMBER 2023 – CURRENT

· Developed and implemented social media strategies across Facebook, Instagram, and TikTok, resulting in a 30% increase in overall brand reach.

· Stayed up to date with industry trends and best practices, implementing new strategies to keep the brand competitive in the digital landscape resulting in increased brand awareness and ROI based on competitive analysis. Provided KPIs for targeted ads to increase sales and engagement.

PROGRAM MANAGER | MICROSOFT | JANUARY 2020 – OCTOBER 2022

· Lead a team of engineers in the azure cloud space communications team. Creating solutions, methodologies, templates, and delivery guidance for the internal customer experience team. Prioritizing digital transparency operations to ensure maintaining close Microsoft product team and groups collaboration were efficient and delivered in a timely manner.

· Created data logs and methods to increase proficiency in the cloud platform to ensure better practices and methods in obtaining machine learning aggregations. This included corporate meetings, timeline reports, and long-term maintenance data entry conversion assets resulting in increased project backlog completion rate.

·Designed solutions in efforts to streamline legacy processes focusing on industry standards, platform performance, and strategy driven methods on the Azure cloud platform to increase team project success rate.

Affiliations and Achievements

· **UGC Creator Course** (2023): Organized a central guide to provide step-by-step instructions on how to become a successful UGC creator.
· **Social Media Marketing Certification**: Analyzed data and identified marketing techniques in the digital age that resonates with brands and consumer connection.
· **Google Analytics Certification**: Mastery of planning and implementation of data collection principles.
· **E Commerce** Initialized engagement in building websites and applications on platforms such as shopify, wix, and wordpress. Increasing knowledge on digital and email marketing strategies and innovative creative design.

Related Work

· **Advance Video Editing (Capcut/Adobe)** – Initialized a fully functional video from scratch using software and apps
· **Script Writing** - Used data and research to create hooks, product benefits, and CTAs phrases from scratch.
· **Notion** - Managed creative team services of users to illustrate the ability in estimating creative flow and organized planning to deliver on time projects..
· **Project Management** – Strong written and verbal communication skills displaying desire to collaborate in team culture