

Taylor L. Hawkins

Digital Creator + Social Media Strategist
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Education

Rutgers University, the State University of New Jersey
Bachelor of Public Policy

New Brunswick, NJ
May 2019

Professional Summary

Experienced social media strategist and content creator specializing in fashion and lifestyle brands. Proven track record of building engaged audiences, executing high-impact campaigns, and driving brand growth through innovative storytelling and data-driven strategies. Adapt at cultivating influencer partnerships, creating compelling visuals and leveraging emerging trends to enhance brand visibility.

Key Skills

- Social media strategy (TikTok, Instagram, Youtube)
- Influencer and talent relations
- Content creation and video production (CapCut, Adobe Suite, Canva)
- Analytics and audience growth (Engagement metrics, trend analysis)
- Creative Direction and Campaign Development
- Brand partnerships and marketing

Experience

TailorVision LLC
Creative Director/Content Creator

New York, NY
May 2019 - Present

- Spearheaded social media campaigns and paid partnerships for clients including H&M, Revolve, Converse, Synergy, HudaBeauty, Prada Beauty, and several others.
- Creative directed editorial projects featured in publications like *Vogue*, and *ELLE* from pitch deck to final execution.
- Managed teams of 5-10 creatives, ensuring efficient execution of content shoots and alignment with brand vision.
- Amplified media exposure for the Mugler X H&M collection by securing coverage through the CFDA platform.
- Surpassed 1 million likes on TikTok.
- Brought visions to fruition from pitch deck to production to final execution.
- Built and maintained an engaged social media audience of 70K+ across Instagram and TikTok, achieving a consistent 15% engagement rate.
- Maintained an engagement rate of 15%, consistently connecting with a diverse audience.
- Developed original video concepts tailored to social media platforms, leveraging trends to create content with high engagement potential.
- Cultivated and maintained strong relationships with influencers, photographers, publications, and PR agencies enhancing brand collaborations and partnerships.
- Collaborated with fashion, beauty, and lifestyle brands to create impactful marketing materials.

BRWNSTU

New York, NY

Producer/Digital Marketer

March 2023 - Present

- Produced large-scale creative events with 100+ attendees enhancing brand visibility and fostering a vibrant creative community.
- Curated and organized workshops to facilitate networking, skill development and portfolio building for aspiring models and creatives.
- Produced engaging marketing materials leveraging social media to drive ticket sales and event awareness.
- Assembled and led creative teams, managing photographers, models, and other professionals.
- Streamlined communication with 30+ participants ensuring timely updates and a positive experience.
- Developed professional “comp cards” for 30+ models to secure potential bookings.
- Incorporated TikTok trends and viral sounds into workshop content and productions.

Black Wall Street

New York, NY

Director of Media and Content Strategy

July 2021 - December 2022

- Co-directed exhibition’s special programming and overall gallery content strategy.
- Maintained visual archive through film photography and video.
- Directed all media personnel during exhibitions and special programming
- Produced high-quality video recaps for social media, amplifying gallery events and artist programming to a wider audience.
- Boosted post-event social media impressions by 22%.
- Conceptualized content pitches for clients from pitch decks to execution

Colab Studios

Brooklyn, NY

Photo Assistant

July 2020 - January 2023

- Organized production sets, appropriately placing props, lighting, and equipment.
- Executed set break down (equipment running, restaging, props, and painting).
- Assembled decks for several high-profile commercial clients based on their respective audience(s) and aesthetic(s).
- Maintained a network of producers, crew, cast, and creative talent to consider for projects.
- Managed on-set creative teams, ensuring campaign elements were seamlessly integrated across photography, video and branded content.

Portfolio

****Branded Content Portfolio**

****Examples of Viral Content**