
TAYLOR EDWARDS



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OBJECTIVE

My starting point for all I do is rooted in storytelling. Passionate about leveraging social media to express the narratives of brands.

SKILLS

Expressive writer, effective interpersonal abilities, self-motivated problem-solver with a love of collaboration.

EDUCATION

BA in Communication / May 2014
Villanova University

EXPERIENCE

REAL CHEMISTRY

Senior Social Media Manager (promoted from Social Media Manager)
January 2021 – present

- Own management of Instagram and Facebook channels for Galderma Aesthetics brands ([Dysport](#), [Restylane](#), [Sculptra](#)). Supported a YoY page growth of 138% across all three handles from 2022 to 2023.
- Lead on strategy and quarterly content development, considering client/brand KPIs and goals to help inform planning.
- Manage client relationship as social media subject matter expert on behalf of the agency team – responsible for owning email communications, leading on calls, sourcing solutions for obstacles.
- Support in aiding paid and integrated marketing team with efforts across Instagram, Facebook, YouTube, and Pinterest.

CHICAGO CUBS

Integrated Marketing Coordinator
April 2019 – October 2020

- Developed and executed cross-channel flight plans specific to the Ticketing, Cubs Charities, Brand Programs, Wrigley Field Concerts, Wrigley Rooftops and Cubs Convention teams.
- Handled the email strategy, development and deployment across teams within the organization, most notably Ticketing initiatives leading to over \$355k+ in revenue for Single Game Tickets specifically in 2019.
- Developed cross-channel digital strategy for the club, generating over \$7.8m+ in ticket revenue across Facebook, Google Display, Instagram, Quantcast, SEM, and Twitter in 2019.
- Served as marketing lead in the development and execution of all COVID-19 fan-facing communications, conveying information on ticket products, health and safety material, and club and league updates.

PENGUIN RANDOM HOUSE

Marketing Coordinator (promoted from Marketing Assistant)
March 2016 – April 2019

- Managed and executed marketing campaigns for over fifteen titles throughout the year, including multiple New York Times Bestsellers.
- Worked as a liaison and directed communication between author teams and Penguin Random House.
- Initiated and coordinated outreach to potential partnerships, influencers and collaborators to amplify success of books and imprints.
- Managed and posted on various social media platforms, including Facebook, Twitter, Instagram and LinkedIn.
- Created analytically-driven marketing campaigns via Google Display, Google AdWords, LiveIntent, Goodreads and Snapchat.