

Taylor Graham

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EDUCATION EXPERIENCE

The University of Texas at Dallas, Richardson, TX
B.S., Marketing

August 2024
GPA 3.28

PROFESSIONAL EXPERIENCE

Musume, Dallas, TX

April 2024 – August 2024

Social Media Marketing Internship

- Amplify new post ideas, resulting in a 15% increase in user engagement across digital platforms.
- Strategized, executed, and optimized paid social media campaigns, leading to a 20% increase in ROI; tracked and reported performance metrics to refine future strategies.

The Cake Media, Dallas, TX

August 2023 – January 2024

Social Media Marketing Internship

- Developed comprehensive social media plans using Airtable tailored to target demographics, resulting in a 30% increase in customer engagement and a 25% boost in brand visibility.
- Created digital content, videos and posts, for Facebook and Instagram, leading to a 40% increase in engagement rates.
- Analyzed performance metrics, optimizing content to achieve a 15% improvement in marketing objectives.

Musume, Dallas, TX

September 2020 – January 2023

Server

- Leveraged in-depth product knowledge to align with guests' preferences, leading to a 15% improvement in customer satisfaction scores and enhancing overall guest experiences.
- Identified and promoted new product offerings, effectively matching them to customer interests, resulting in a 10% increase in average check and contributing to a 5% rise in repeat business.

ACADEMIC PROJECT EXPERIENCE

Nexus Consulting, Capstone Senior Project

January 2024 – May 2024

- Led a team of 4 to conduct competitive research, implementing SEO and digital marketing strategies that increased website traffic by 25% and improved online engagement by 15%.
- Developed and executed a comprehensive rebranding strategy, creating a new name, design, and logo, which boosted brand recognition by 35% among consumers, investors, and competitors.

Dallas Junior Chamber of Commerce, Social Impact Marketing

August 2023 – December 2023

- Collaborated with a team of three to write 25 blogs (750 words each), incorporating targeted keywords to boost SEO rankings, resulting in the company reaching the top five in search engine results.
- Optimized content strategy by conducting keyword research and implementing SEO best practices, increasing web traffic by 30% over four months.

VOLUNTEER EXPERIENCE

May 2024 – Present

Community Partners of Dallas, Dallas, TX

- Organized and distributed essential care packages for children in need, ensuring timely delivery and resource accessibility for families.
- Assisted a fundraising event and promoted community involvement to support children's welfare initiatives.

ADDITIONAL INFORMATION

Technical: Adobe Creative Cloud, Salesforce, Canva, Airtable, Meta, Tableau, Google Analytics, G-Suite, Hubspot

Eligibility: US Citizen, Eligible to work in the US for internships and full time with no restrictions