

## Christian Taylor

Atlanta, GA | 770-686-0305 | [christiantaylor09@gmail.com](mailto:christiantaylor09@gmail.com) | [LinkedIn](#)

Results-driven marketing professional with expertise in digital strategy, UX optimization, and data-driven insights. Skilled in leading marketing efforts and leveraging analytics to drive engagement and conversion. Adept at collaborating cross-functionally to implement high-impact marketing initiatives.

### Experience

**Southwire**, Carrollton, GA

Jun. 2022 - Present

*UX Marketing Coordinator*

- Analyze website performance using Google Analytics and Looker Studio, delivering reports and dashboards to guide strategic decisions.
- Develop and execute digital marketing strategies to enhance Southwire's self-service portal, focusing on website enhancements and performance improvements.
- Lead marketing data analysis, providing insights to improve engagement and conversion rates.
- Manage web content updates and coordinate with developers to enhance site functionality and UX.
- Collaborate with cross-functional teams in an Agile environment, using JIRA and Workfront to manage sprint-based projects and ensure seamless execution.

*Email Marketing & Automation Coordinator*

- Led email marketing and automation strategies using Salesforce Marketing Cloud Account Engagement (Pardot), optimizing segmentation, A/B testing, and performance tracking to increase engagement.
- Developed and managed automated email workflows to improve customer retention and conversion rates.
- Worked closely with leadership to refine email strategies, aligning with business objectives and KPIs.

**The University of West Georgia**, Carrollton, GA

Mar. 2022 - Jun. 2022

*Graphic Designer*

- Designed branded digital resources for educational and marketing purposes, ensuring accessibility and effectiveness in reaching diverse audiences.
- Evaluated project outcomes, refining future marketing material strategies based on data-driven insights.

**The Bert Show**, Atlanta, GA

May 2018 - Mar. 2022

*Assistant Producer*

- Produced and edited multimedia content, driving social media engagement and maintaining brand consistency across channels.
- Developed and executed promotional strategies, utilizing analytics to refine content.

### Education

**Kennesaw State University**, Kennesaw, GA

- *Master of Science in Information Technology, Data Analytics and Intelligence*
- *Bachelor of Science in Communication, Media and Entertainment*

**Technical Skills:** Salesforce Marketing Cloud Account Engagement, Marketo, Google Analytics, WordPress, CSS, Tableau, Looker Studio, Email Marketing, Adobe Creative Cloud, Final Cut Pro, Figma, HTML, JavaScript, SQL, Microsoft Excel, JIRA, Adobe Workfront, monday.com

**Soft Skills:** Strategic Planning, UX Optimization, Data Analysis, Project Management, Stakeholder Communication

**Certifications:** Salesforce Marketing Cloud Account Engagement Specialist, Certified Associate in Project Management (in progress)