

Paige Anne Taylor

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Career Profile

Highly motivated professional seeking a challenging role utilizing expertise in business process mapping, trend awareness, digital marketing, as well as brand and content management. Articulate and detail-oriented communicator with experience in office, project, product and event management. Strong team-building skills with an ability to think critically while providing insightful and creative problem-solving solutions.

Key Strengths:

- Analytical Awareness ■ Conflict Resolution ■ Leadership ■ Communication ■ Public Speaking
- Technical Competencies: Trello, Hearsay, Spredfast, Exact Target, Salesforce

Experience

Customer Engagement Co-Op, Liberty Mutual Insurance, Boston, MA (June 2019 – Dec. 2019)

- Supported the Customer Engagement Team with analytics focusing on specific KPIs (% Helpful, CTR, OR, etc.) to determine the advantage of email and direct mail campaigns for the consumer and company. Created trend reports to determine customer feedback and reporting progress of new campaigns during the testing phase with quantitative and qualitative analysis.

Digital Marketing Co-Op, MFS Investment Management, Boston, MA (Jan. 2019 – June 2019)

- MFS severed ties with social media company and brought entire digital marketing process in house within one month from the start of my Co-Op. Served as main lead for schedules and staff training on new system. Developed business process mapping/workflow while overseeing content publishing and management. Monitored/upgraded content calendar and wrote processes for social media platforms. Worked with cross-functional staff (HR, Sales, etc.) to create new content.

Director of Campus Outreach, Concept Properties, Boston, MA (Nov. 2017 – Jan. 2019)

- Served as On-campus Outreach Liaison between students and company. Job position included managing digital advertising, social media accounts, property showings and marketing promotions; supervised 5 student staff.

Manager, Esther's Marina, LLC., Portsmouth, NH (Dec. 2015 – Aug. 2018)

- Maintained the financials and organized the schedule for myself and three employees as the manager of the store.

Leadership & Affiliations

President: Student Alumni Society (2019 – Present) / **Member** (Spring 2017 – Present)

Vice President: Phi Sigma Pi– National Honors Fraternity (Fall 2016 – Present)

Member: Tau Alpha Pi– National Honors Engineering Honors Fraternity (Spring 2019 – Present)

Member: Institute of Electrical and Electronics Engineers– ROV (Remotely Operated Vehicle) Business Team (Sept. 2018 – Present)

Member: Accelerate– Wentworth Innovation and Entrepreneurship Center (Sept. 2018 – Present)

Education

Wentworth Institute of Technology, Boston, MA (Anticipated Graduation: August 2020)

Bachelor of Science in Business Management with Concentration in Project Management

Minor: Media, Culture, and Communications Studies / GPA 3.69– Dean's List (2016 – Present)
