

# POPPY TAYLOR

Digital Marketing  
Director

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☎ (123) 456-7890

📍 Aspen, CO

🌐 [LinkedIn](#)

## EDUCATION

Bachelor of Science  
Business Administration

Colorado State University

📅 2001 - 2005

📍 Fort Collins, CO

## SKILLS

- Campaign Management
- Brand Strategy
- Data Analysis
- Content Marketing
- Project Management
- Search Engine Optimization
- Funnel Management
- Agile Methodology

## WORK EXPERIENCE

### Aspen Skiing Company

#### Director of Marketing

📅 2020 - current

📍 Aspen, CO

- Created 9 marketing campaigns to promote new services, **increasing list size by 64% and re-acquiring 24% of legacy customers**
- Transitioned customers from legacy site to new platform, increasing site conversion rate by 33%
- Optimized customer incentives by leveraging tiered promotional campaigns, increasing average customer order value by 14%
- Acquired 24 new major clients by leveraging campaigns in SEM, retargeting, and Facebook advertising

### East West

#### Director of Sales and Marketing

📅 2016 - 2020

📍 Snowmass Village, CO

- Oversaw 8 sales representatives to execute marketing strategies
- Cultivated 145+ customer and company relationships on LinkedIn to drive a 12% increase in contracts
- Updated marketing representative training modules and onboarding processes, increasing retention by 43%
- **Acquired 23 new accounts in first 18 months** and grew sales by over 45%

### St. Regis Hotels & Resorts

#### Marketing Coordinator

📅 2008 - 2016

📍 Aspen, CO

- Collaborated with operations and marketing teams to create promotions, increasing revenue (3%) and brand recognition (25%)
- Created 4 Twitter campaigns that **boosted engagement by 124%**
- Implemented new advertising campaign that generated 53K in revenue

### Marriott

#### Marketing Coordinator

📅 2005 - 2008

📍 Aspen, CO

- Collaborated with marketing manager to create branding strategies and execute project coordination for 50+ projects
- Executed rebranding strategies across social media, increasing brand awareness by 22% and **boosting revenue by 9%**
- Ordered, tracked, and stocked marketing inventory worth \$223K