



TAYLOR LAWRENCE

DIGITAL MEDIA SPECIALIST

CONTACT



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EDUCATION

MASTER OF ARTS IN
MASS COMMUNICATION
Social Media Management
University of Florida
2020 - 2023

BACHELOR OF FINE ARTS
Art, Technology, & Culture
University of Oklahoma
2014 - 2019

PROFESSIONAL PROFILE

Creative problem solver currently pursuing a master's degree in Mass Communication with 5 years of communications experience. Proficient knowledge of various social media platforms, analytics tools, and publishing tools. Enjoys utilizing uncommon creative and analytical skillset in exciting ways.

EXPERIENCE

DIGITAL MEDIA MANAGER | JONES PR

MARCH 2022 - PRESENT

Responsible for overseeing and managing the social media and digital marketing services for Jones PR and a diverse selection of clients, including developing content strategies, running advertising campaigns, and managing client reputations in the digital sphere.

- Met with clients to determine their digital media needs and where strategy can be integrated into current brand management
- Assisted with the research, creation, and ongoing development of client brand voice and content strategy
- Developed written content and provided guidance and feedback for accompanying creative assets
- Analyzed and monitored client social and digital strategies for effectiveness, accuracy, and return on investment

COMMUNICATIONS SPECIALIST | THE CHICKASAW NATION

OCTOBER 2019 - SEPTEMBER 2021

Focused on social media content creation, research, analytics, and reporting, I promoted awareness of the Chickasaw Nation and its programs, services, and initiatives through social media.

- Developed and implemented media campaigns including content, graphics, timelines, feedback, results, statistics, and reports
- Managed and monitored 12+ social media accounts across 3 platforms
- Conducted research and submitted reports on trends and topics
- Analyzed post metrics, account followers, and overall engagement for emerging trends



TAYLOR LAWRENCE
DIGITAL MEDIA MANAGER

INTERESTS

READING FOR FUN

WALKING MY DOG

TRAVELING

BOARD GAMES

SKILLS & EXPERTISE

TECHNICAL

- Microsoft Office Suite
- Adobe Creative Suite
 - Illustrator
 - Photoshop
 - Premiere
 - Lightroom
 - Spark
 - InDesign
- Social Software
 - Facebook Creator Studio
 - Social Pilot
 - Facebook Business Suite
 - Sprout Social
- Organizational Software
 - Slack
 - Asana
 - Basecamp

PERSONAL

- Creative Design
- Project Planning
- Research
- Account Growth
- Resource Management
- Organization
- Digital Analytics
- Collaborative Thinking
- Strategy

ORGANIZATIONS

PROFESSIONAL CERTIFICATIONS

- Social Media Marketing - Hubspot Academy
 - Jan.2021 - Mar. 2025
- Digital Advertising - Hubspot Academy
 - Feb. 2023 - Mar. 2024

PROFESSIONAL ORGANIZATIONS

- Creative Mornings - OKC Chapter
 - June 2019 - Present
- Oklahoma Visual Arts Coalition
 - Jan. 2019 - Present
- Oklahoma Women in Technology
 - Oct. 2022 - Present

VOLUNTEER WORK

- Oklahoma Women in Technology
 - Feb. 2023 - Present
- OU Band Alumni Association Advisory Board
 - Nov. 2021 - Oct. 2022
- Regional Food Bank of Oklahoma
 - Aug. 2019 - Present