TAYLOR WELLS

Social Media Marketing Specialist

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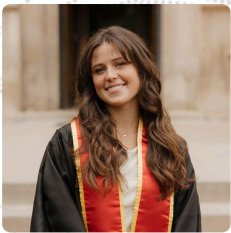
EXPERIENCE

Social Media Marketing Specialist

The Spence Connection

📅 02/2025 - Present   📍 San Diego

The Spence Connection is a travel consulting agency specializing in tailored, one-of-a-kind journeys by connecting discerning travelers with top-tier experts, led by travel-industry expert John Spence.

- **Bring stories to life** through short-form videos, blogs, and e-blasts, to capture the brand's adventurous spirit.
- **Expand brand reach** by scheduling and coordinating content on Instagram, Facebook, and LinkedIn to foster more meaningful interactions with clients.
- **Leverage HubSpot** for email marketing to segment audiences, target ideal travelers, and track performance for maximum impact.

Marketing Associate

makeitMVP

📅 11/2024 - 03/2025   📍 Remote

makeItMVP is a community that empowers aspiring tech professionals through mentorship, project-based learning, and networking opportunities. makeitMVP's mission is to bridge the gap between bootcamp education and workplace readiness.

- Developed and executed marketing campaigns to enhance makeitMVP's online presence, increasing user engagement across platforms.
- Created and managed makeitMVP's blog and newsletter using Canva and Substack, delivering engaging content that showcased community impact.
- Coordinated social media content creation and scheduling to maintain a consistent presence across platforms and strengthen community connections

Communications and Creative Services Intern

Women's Premier Soccer League

📅 03/2023 - 07/2023   📍 Denver, CO

The largest women's soccer league in the world with over 130 clubs.The WPSL provides a platform for elite amateur athletes to showcase their talents. Rosters feature collegiate, post-collegiate, international and National Team athletes.

- Collaborated with the WPSL editorial team to analyze and interpret in-season coverage of written content.
- Crafted engaging e-newsletters on the League's email marketing platform, Mailchimp.
- Elevated the league's online visibility and interaction across digital platforms by serving as the Social Media Correspondent for the Mountain Conference within WPSL.
- Brought to life in-season graphic design themes and campaigns, contributing to an enhanced visual identity.

Division I Athlete

University of Denver Women's Soccer Team

📅 07/2020 - 11/2022   📍 Denver, CO

This program is an NCAA Division I program that focused on developing high-achieving, disciplined, and process-oriented team members.

- Developed strong teamwork, problem-solving, and communication skills in alignment with DU Women's Soccer values.
- Established time management skills by effectively balancing academics, athletics, and personal responsibilities to maintain high performance in all areas.
- Collaborated with teammates and coaching staff to foster a positive and goal-oriented team environment, contributing to overall program success.

EDUCATION

University of Denver

Bachelor of Arts, Journalism
Graduated 06/2024
-Minor in Marketing
-Deans List 2022, 2023, 2024
-GPA 3.8

Carlsbad High School

Graduated 06/2020
-Honors Graduate
-Seal of Biliteracy

SKILLS

Canva   Social Media Management

WordPress   Adobe Creative Suite

Content Creation   HubSpot   Slack

Asana

STRENGTHS

💡 **Creative Problem Solving**

Innovative approach to overcoming challenges, generating fresh ideas, and devising solutions that stand out

⚙️ **Adaptability**

Able to quickly adjust to project requirements, maintaining effectiveness in dynamic work environments

🕐 **Time Management**

Can manage multiple tasks and deadlines, ensuring the delivery of high-quality results through strategic prioritization.

🤝 **Team Player**

Active listener and communicator, fostering an environment of open dialogue that leads to innovative solutions.

💬 **Communication**

Able to simplify complex concepts and tailor messages to various audiences, ensuring clarity and alignment.