

PROFILE INFO

Passionate marketing professional with expertise in digital design, property management, and brand strategy. Demonstrated success in increasing brand engagement, lead generation, and occupancy rates through innovative marketing initiatives. Skilled in digital marketing, social media management, content creation, and rebranding, with a reputation for adaptability, creativity, and a results-driven mindset.

TAYLOR SNOW
MARKETING ASSOCIATE



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MY SKILLS

- **Digital Marketing & Branding:** Facebook Advertising, Social Media Strategy, Content Creation
- **Design & Creative Tools:** Adobe Illustrator, Photoshop, Lightroom
- **Website Management:** WordPress, Wix, GoDaddy
- **Photography & Videography:** Professional & Drone Photography, Video Editing
- **Property Management Software:** RealPage, Yardi, Entrata, AppFolio
- **Event Planning & Public Relations**
- **Interior Design**

WORK EXPERIENCE

Marketing Associate Sept 2024- Present
CYM Living

- Oversee website updates, social media management, and review platforms to maintain brand consistency.
- Develop and implement ad strategies to boost campaign effectiveness and engagement.
- Design digital and print marketing materials, including property brochures, signage, and branding collateral.

Marketing Coordinator Mar 2022- Sept 2024
CYM Living

- Led rebranding efforts for newly acquired properties, developing new logos, signage, and digital marketing materials.
- Implemented strategic marketing campaigns, increasing property leads and brand recognition.
- Managed property photography, social media presence, and content marketing.

Director of Marketing and Social Media Nov 2020- Mar 2022
Herron Property Management

- Spearheaded the transition from AMP Residential to Herron Property Management, overseeing branding and marketing strategies.
- Designed and launched new property websites, increasing online visibility and engagement.
- Developed property logos, brochures, floor plans, and social media content to enhance brand image.

EDUCATION

Various Studies
2015-2016
IUPUI

Academic Honors Diploma
2011-2015
Carmel High School

REFERENCES AND
RECOMMENDATIONS



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WORK EXPERIENCE

Multi-Site Property Manager

June 2020- June 2021

Herron Property Management/ AMP Residential Management

Park Lane + Carmel Village Green

- Coordinate all maintenance, development + construction activities associated with the daily operations of two properties to increase revenue + overall performance.
- Oversaw property wide renovations- both vacant & occupied units updated

Woodland Village + Colerain Crossing

- Managed operations for two properties, achieving 99-100% occupancy rates through targeted marketing initiatives.
- Coordinated renovations for both vacant and occupied units, enhancing property value and appeal.
- Built strong relationships with tenants, vendors, and contractors to optimize property performance.

Assistant Property Manager

October 2019- June 2020

Herron Property Management/ AMP Residential Management

The Eclipse Apartments

- Increased occupancy by 12% through the creation and promotion of virtual tours during the pandemic.
- Oversaw maintenance and renovation projects, ensuring efficient completion and cost-effectiveness.

KEY ACHIEVEMENTS

- Revamped digital presence across social platforms, enhancing brand consistency and improving resident engagement across multiple markets
- Led successful resident event strategies that strengthened community culture and supported leasing goals across targeted properties
- Spearheaded marketing campaigns for over 45 multifamily communities, aligning property branding with regional demographics and company vision

PROJECTS & PORTFOLIO

- **Branding & Marketing Campaigns:** Developed branding strategies for multiple apartment communities, creating unique identities and marketing materials.
- **Interior Design & Office Redesign:** Revamped office aesthetics to align with company branding, enhancing client impressions and employee experience while improving functionality.
- **Photography & Videography Portfolio:** Managed professional and drone photography for property listings and promotional materials.
- **Social Media Revitalization:** Spearheaded a content overhaul for CYM Living's social media platforms, increasing engagement and brand awareness.