

PROFILE INFO

I have always believed with enough grit, determination + hard work there are very few problems that have no resolution. Often described as spirited + highly adaptable with an abundance of experience in marketing, digital design + property management while striving to learn more each and every day.



TAYLOR SNOW

MARKETING COORDINATOR



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Website.
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LinkedIn.
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EDUCATION

Various Studies
2015-2016

IUPUI

Academic Honors Diploma
2011-2015

Carmel High School

REFERENCES

Alina Kindelan
Assistant Regional
Manager | CYM Living

773-502-2250
kindelanalina@gmail.com

Jill Herron
CEO | Herron Property
Management

317-771-5705
jill@herronmgmt.com

WORK EXPERIENCE

Marketing Coordinator

C.Y.M. Living

March 2022- Present

- Develop and implement marketing strategies to increase brand awareness, lead generation and engagement.
- Assist with rebranding and marketing newly acquired communities.
- Travel to properties to complete photoshoots and assist with various marketing and technical needs.

Director of Marketing + Social Media

Herron Property Management

November 2020- March 2022

- Transitioned branding from AMP Residential Management to Herron Property Management during name change including designing the company website.
- Designed property websites and marketing materials for properties in the portfolio including property logos, signage, display boards, floor plans, brochures and social media posts.
- Assisted with property operations as needed including assisting property managers with month end financial reports.

Multi- Site Property Manager

Herron Property Management

November 2020- June 2021

- Achieved a consistent 99-100% occupancy rate across both properties through implementation of various marketing strategies + virtual tours.
- Coordinated all maintenance, development + construction activities associated with the daily operations of two properties to increase revenue and overall performance.

MY SKILLS

Digital Design

Adobe InDesign, Illustrator, Photoshop

Website Design + Maintenance

Professional + Drone Photography

RealPage, Yardi, Entrata + AppFolio

Microsoft Office (Certified 2014)

Social Media Management

Video Creation + Editing

Facebook Advertising

Rebranding

Event Planning

WordPress, Wix, GoDaddy