

DIONDRE TAYLOR

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PROFESSIONAL SUMMARY

Dynamic Social Media & Marketing Specialist with 5+ years of proven experience scaling brand visibility, boosting sales, and driving engagement across multiple platforms. Achieved exceptional results including 150% YouTube subscriber growth at MindShift Digital and 125% sales increase at Nick Alexander Films. HubSpot certified professional with expertise in content production, campaign management, and analytics. Known for blending creative storytelling with data-driven strategies to deliver exponential growth and measurable business outcomes.

PROFESSIONAL EXPERIENCE

MindShift Digital – Las Vegas, NV

Multimedia Content Producer & Marketing Specialist | *June 2025 – Present*

- Increased YouTube subscribers by 150% through strategic content optimization, SEO implementation, and cross-platform promotional campaigns
- Produced high-impact multimedia campaigns that significantly enhanced brand visibility and audience engagement metrics
- Developed and executed comprehensive content strategies across multiple digital platforms

Nick Alexander Films – United States (Remote)

Social Media & Marketing Director | *September 2023 – June 2025*

- Directed comprehensive social media and marketing campaigns, delivering 125% sales growth year-over-year
- Successfully closed high-value B2B contracts and managed client relationships throughout project lifecycles
- Oversaw end-to-end production of commercials, corporate campaigns, and promotional content for municipal clients

Parade Pacific – Medford, OR

Marketing Manager (Contract Position) | *April 2023 – September 2023*

- Developed and implemented digital marketing strategies that measurably increased customer engagement and brand awareness
- Executed multi-channel marketing campaigns across social media, email, and digital advertising platforms

Pacific Retirement Services – Oregon

Sales & Marketing Coordinator | *June 2022 – April 2023*

- Managed integrated sales and marketing operations across 12 retirement communities, ensuring alignment between strategic goals and tactical execution
- Conducted comprehensive competitive analysis to optimize messaging and positioning strategies
- Coordinated marketing materials and campaigns to drive lead generation and resident acquisition

Crimson Tide Productions – Tuscaloosa, AL

Freelance Production Assistant | *September 2017 – May 2022*

- Supported live broadcast and recorded productions for Alabama Athletics, gaining extensive experience in high-pressure media environments
 - Assisted in creative storytelling, camera operations, equipment setup, and production coordination
 - Collaborated with professional production teams on major sporting events and promotional content
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CORE COMPETENCIES

Social Media & Marketing

- Advanced social media strategy across YouTube, Instagram, TikTok, LinkedIn, and Facebook platforms
- Comprehensive content creation including video production, copywriting, photography, and graphic design
- Campaign management expertise in SEO optimization, email marketing, paid advertising, and retargeting strategies
- Proven track record in audience growth, engagement optimization, and community building

Analytics & Technology

- HubSpot Sales Hub and Marketing Hub proficiency with current certifications
- Advanced knowledge of Google Analytics, Meta Ads Manager, and social media analytics platforms

- Creative software expertise including Adobe Creative Suite, Canva, and WordPress
 - Data analysis and reporting for performance optimization and strategic decision-making
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EDUCATION

The University of Alabama – Tuscaloosa, AL

Bachelor of Arts in News Media (*Sports Media Concentration*) | December 2021

- Leadership Team Member, Crimson Tide Productions
 - Hands-on experience in broadcast journalism, multimedia production, and sports media
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CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **HubSpot Sales Hub Software Certified** (2025–2026)
 - **HubSpot Marketing Hub Software Certified** (2025–2026)
 - **Google Foundations of Cybersecurity** (2024)
 - **Coursera Introduction to Cybersecurity Fundamentals** (2024)
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KEY ACHIEVEMENTS

- **150% YouTube subscriber growth** through strategic content optimization and cross-platform promotion
- **125% sales increase** achieved through comprehensive social media and marketing campaign management
- **Multi-platform expertise** with proven success across YouTube, Instagram, TikTok, LinkedIn, and Facebook
- **B2B contract success** with experience closing high-value deals and managing client relationships
- **Cross-industry experience** spanning digital marketing, retirement services, entertainment, and sports media