



Taylor Koenning

Marketing Director

Versatile marketing director with a diverse skill set and a knack for wearing many hats. With experience spanning from strategic planning to hands-on execution, I excel in navigating the multifaceted landscape of modern marketing. From crafting compelling brand narratives to optimizing digital campaigns and everything in between, I thrive in dynamic environments where adaptability is key. A natural leader and team player, I enjoy collaborating across departments to drive cohesive marketing initiatives that yield measurable results.

Contact

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Education

2021

Bachelor's in Mass Communication
Sam Houston State University

Expertise

- Social Media Marketing
- Branding
- Advertising and Design
- SEO
- Content Creation
- Market Research

Affiliations & Leadership

- Temple Area Builders Association
 - Committee Member of the Year (2022)
- Sigma Alpha Professional Sorority
 - President (2017-2018)
 - First Vice president (2017-2017)
 - Secretary (2017-2017)

Experience

2021 - Present

Kiella Homebuilders | Temple, TX

Marketing Director

- Oversee the development of engaging content across various channels (website, social media, email, etc.), driving increased engagement and lead generation.
- Orchestrate successful events and marketing initiatives that enhance brand visibility and customer loyalty.
- Conduct market research and analysis to identify emerging trends, consumer behavior insights, and competitive landscape, and execute comprehensive marketing strategies to achieve company objectives and increase brand awareness.
- Collaborate with sales, product development, and other departments to ensure marketing efforts.
- Implemented marketing automation tools/processes that improved efficiency and scalability of marketing efforts.
- Built a new website from the ground up while simultaneously teaching myself how to code for the website build.

2022 - Present

Temple Area Builders Association | Temple, TX

Freelance Social Media Manager

- Develop and execute social media strategies tailored specifically for event promotion, including pre-event, during-event, and post-event phases.
- Coordinate social media coverage during events, including live posting, real-time engagement, and user-generated content curation.
- Utilize social media advertising and targeted campaigns to reach and attract the desired audience for the event.

2021 - 2021

U.S. Money Reserve | Austin, TX

Social Media and Marketing Intern

- Assisted in the creation and implementation of marketing strategy and tactics, performed social media market research daily, and assembled and created activity reports for marketing and social media efforts.
- Collaborated on and drafted content for U.S. Money Reserve's blog, Facebook, LinkedIn, Instagram, Pinterest, and Twitter pages.
- Collected and analyzed marketing data to develop and adjust marketing plans, assisted in the creation of various presentations.

2018 - 2021

Sam Houston State University Recreational Sports | Huntsville, TX

Social Media Manager

- Responsible for designing and employing communication campaigns to promote products and services, specifically in the health and fitness industry.
- Maintaining conversation to engage, promote, and improve brand awareness across all channels.
- Establishing site setup for blogs and new sources of media.