Maggie Taylor

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PROFESSIONAL SUMMARY

Marketing and content professional with 4+ years of agency experience and seven years of volunteer digital media leadership. Advanced from Social Media Coordinator to Content Manager at ARK Marketing, with experience spanning content strategy, creative production, team leadership, and client relationships across 50+ client accounts.

RELEVANT EXPERIENCE

ARK Marketing

Content Manager | May 2024 - August 2026

- Led content strategy and digital marketing initiatives for 50+ client accounts across multiple industries.
- Directed integrated campaigns spanning social media, paid advertising, photography, video, graphic design, and copywriting.
- Coordinated cross-functional teams to deliver creative projects aligned with client goals and brand standards.
- Built client relationships through strategic planning, campaign reporting, and ongoing consultation.

Social Media Team Lead | 2023 - May 2024

- Managed and mentored social media coordinators, guiding workflows and reviewing content quality.
- Oversaw campaign execution across multiple accounts, maintaining deadlines, brand consistency, and creative standards.
- Partnered with account managers to develop campaigns aligned with client marketing strategies.

Social Media Coordinator | May 2022 - 2023

- Created social media content, photography, video, and copy for a portfolio of 50+ client accounts across Facebook, Instagram, LinkedIn, and other platforms.
- Monitored analytics and optimized campaigns to improve engagement and performance.

Hillcrest Baptist Church | Nederland, TX

Director of Digital Media (Volunteer) | January 2019 - Present

- Built the church website and app; manage both platforms, including ongoing maintenance and content updates.
- Lead website SEO to improve discoverability and support audience growth.
- Manage digital advertising and the church's Google Ad Grants account, with access to up to $10,000 per month in grant-funded advertising.

- Coordinate communications with ministry leaders, the Online Media Director, and the Service Media Director to align messaging and visuals across services, events, and digital channels.
- Produce photography, video, and graphic design for church communications and develop promotional campaigns for ministry events.
- Monitor audience growth and website performance metrics to guide content and digital marketing improvements.

SKILLS

Marketing: Content strategy, social media marketing, SEO, campaign management, Google Ads, marketing analytics, brand management, copywriting

Creative: Photography, video production, graphic design; Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects; Canva

Platforms: HubSpot, Meta Business Suite & Ads Manager, Google Workspace, Microsoft Office, ChatGPT, Gemini

Leadership: Team leadership, project management, client relations, cross-functional collaboration

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

FAA Part 107, Remote Pilot (Drone) License
HubSpot Digital Marketing Certification | Google Ads Certification
Google AI Certification
Coursera coursework: social media management, advertising, and campaign measurement

EDUCATION

Lamar University — B.S. Biochemistry, Pre-Medical Studies
Coursework toward B.S. | Beaumont, TX