

TAYLOR MCKNIGHT

Digital Marketing & Social Media Manager

PORTFOLIO 2019 - CURRENT



About Me

TAYLOR MCKNIGHT

I currently serve as a social media manager for one of the city's most prominent churches. I have gained experience in marketing and communications through various responsibilities in this role, including content creation and editing, on-camera work, planning and scheduling content, engagement, analytics, merchandise content, and sales.

I am a diligent, focused, efficient, and timely worker in all my responsibilities. I will bring creativity, ambition, and excellent communication skills to your team, eager to learn from those around me and make the most of my experience in your organization.



Education

LIPSCOMB UNIVERSITY

2020

**B.A. in Communications -
Journalism and New Media**

DEPAUL UNIVERSITY

2022-2024

**Master of Arts in
Digital Communications & Media**

**Summer Grant Award Recipient
Golden Key International Honor Society**



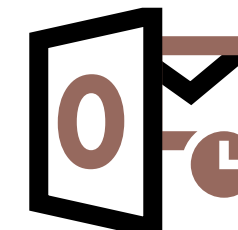


My Skills

- SOCIAL MEDIA MANAGER
- CONTENT CREATION
- SCHEDULING
- PROJECT PLANNING

Familiar with professional platforms such as...

- Basecamp
- Wix
- Shopify
- PushPay
- Link tree
- Adobe
- Outlook
- Canva
- Sprout Social



Linktree*



Experience

● CROSS POINT NASHVILLE 2020

- generated weekly/ monthly content ideas
- events: planning & and coordinating
- manage engagements

● SALEM BAPTIST CHURCH 2019 - CURRENT

Internship completed in 2019 - Marketing & Video Production

Social Media Coordinator/Manager

Marketing/Communication needs

- Creativity & efficiency
- Trends & Content Curation
- Website/App management & communication
- Engagement & Analytics
- Project Management

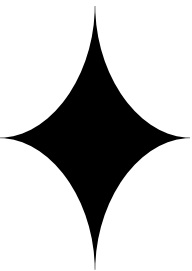
Portfolio

SOCIAL MEDIA WORK

Here are a few examples of organizations I've worked with (previously & current), primarily on their websites or social media platforms, including "X," as well as Instagram, Threads, YouTube, Facebook, and more.

I created content in the early stages of these roles, such as Instagram stories, wall posts, and short reels. Currently, I manage and collaborate with various creatives to produce tailored marketing materials for diverse projects throughout the year. I also manage all social media accounts and engage with members & followers.

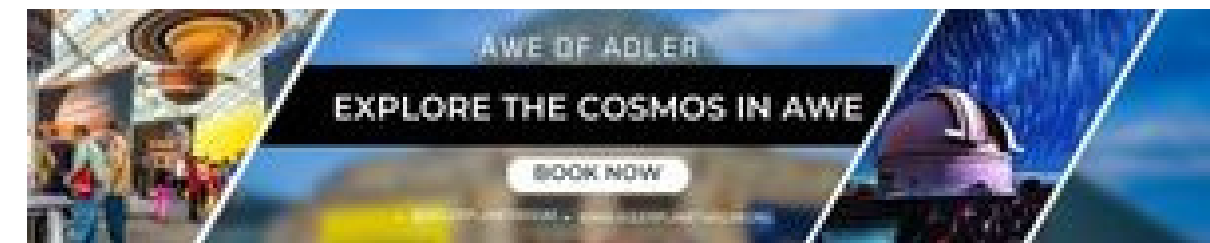
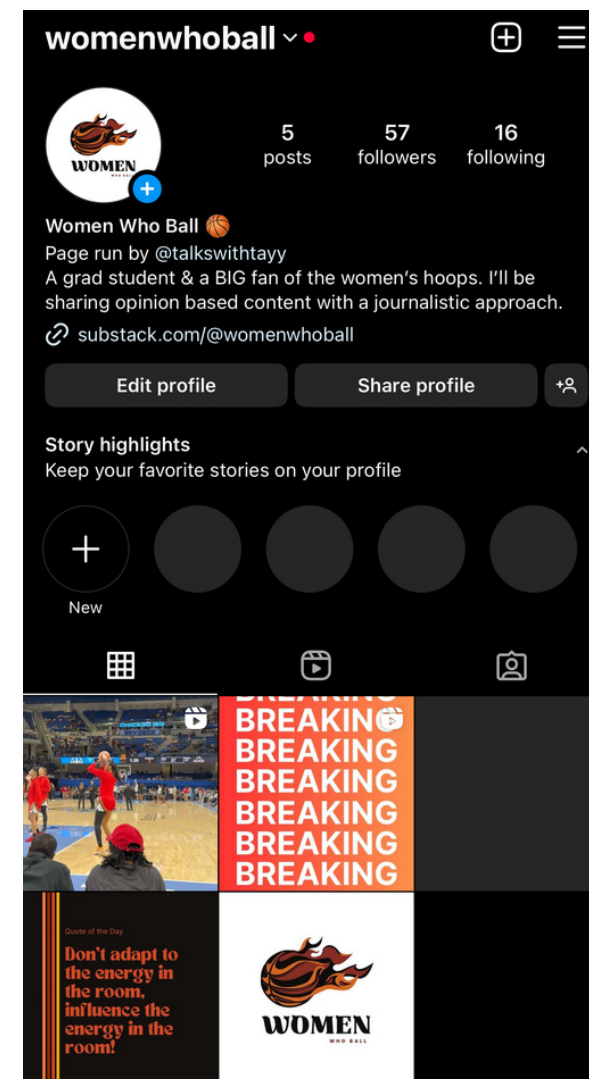
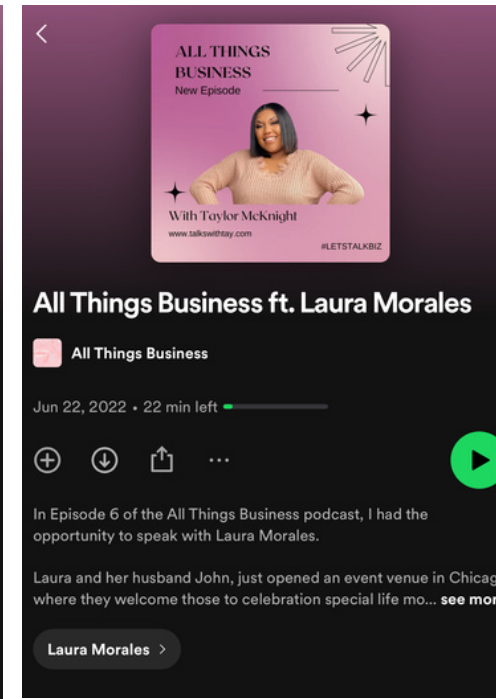


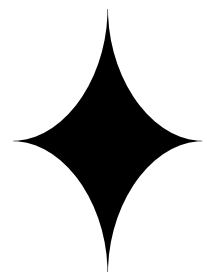


Personal Work

- SCHOOL PROJECTS
- PERSONAL BLOG

I've had many opportunities to create a few digital projects throughout my education. I enjoyed it because it tested my creativity. Here, I will showcase some examples of those creative projects, ranging from podcasts and blogs to creating social media graphics and pages.





Thank you!

CONTACT INFORMATION

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