

Taylor O'Keefe
Hamilton, NJ | 732-864-7548 | taylorokeefe2@gmail.com
<https://taylorokeefe2.wixsite.com/taylor-o-keefe> (<https://taylorokeefe2.wixsite.com/taylor-o-keefe>)
<https://www.linkedin.com/in/taylor-o-keefe-577a3b196>

Education

Georgian Court University - Lakewood, NJ May 2021
BS in Digital Communications; Concentration in Journalism;
Minor in English & Writing
President of Lambda Pi Eta, National Communication Association, Chapter Georgian Court

Experience

In The Mix Event Group

May 2025- August 2025

Digital Marketing Manager

- Oversee content production and scheduling across social media, email, and web to maintain brand consistency.
- Capture and edit high-quality photo/video content while crafting SEO-optimized copy to boost traffic and leads.
- Collaborate with vendors and internal teams to promote events, track results, and optimize marketing efforts.
- Developed and executed digital marketing strategies for In The Mix Event Group, collaborating with leadership to identify growth opportunities and creating seasonal campaigns tied to wedding trends, holidays, and events.
- Implemented brand strategy across content pillars to ensure consistent engagement while staying up to date on industry trends and emerging techniques.

Flansburg Construction

August 2024- Present

Part Time Marketing Coordinator

- Work with SEO and website partners to manage SEO, website and other platforms
- Help oversee website management and redesign/rebuild
- On site in progress pics and content creation
- Plan, execute and optimize digital marketing campaigns across various platforms on social media and google
- Develops and executes email marketing campaigns
- Manage and develop compelling content for website, blog, social media channels and email newsletters.
- Manage social media profiles, creating engaging posts, interacts with followers and monitor social media trends and analytics.

Wingman Planning,

October 2023- Jan 2025

Digital Marketing Manager

- Develop and oversee client social media strategies to align with brand goals and effectively target key audiences.
- Craft and execute comprehensive social media marketing plans, including brand development, target audience identification, objective setting, and content/promotion strategy.
- Conduct research on the latest social media trends and audience preferences to stay ahead of industry benchmarks.
- Innovate by suggesting and implementing new features like promotions and competitions to boost brand awareness.
- Maintain up-to-date knowledge of new technologies, social media trends, design tools, and applications to keep strategies fresh and competitive.
- Coordinated the successful podcast "Grit Won't Quit."
- Lead PPC and social media advertising initiatives.
- Oversee and manage workflow for a team of 5 skilled digital marketers.
- Assist in boosting Wingman's social media presence.
- Create email blasts for multiple companies.
- Assist in enhancing social media presence for over 50 clients.
- Create and monitor Google Business profiles for multiple companies.
- Help write content and blogs for various company websites, including Wingman.

Kennedy International Inc,

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Social Media & Photo Manager Old Bridge NJ

January 2022-October

2023

- Creates content for 4 Instagram accounts and a TikTok account.
- Successfully collaborates with influencers on giveaways and product exchanges.
- Interacts with customers and stakeholders via the company's social media accounts.
- Creates marketing videos for multiple brands, displayed on websites like Amazon, Target, and Walmart.
- Edits photos for websites such as Amazon, Target, and Walmart using Adobe Photoshop.
- Assists in styling lifestyle product photos for websites.
- Helps update and generate new ideas for the company website.
- Files in-house product photos based on brand and item number.

Forlang FLS

Jan 2020- Sept 2023

Social Media Manager, Jackson NJ

- Created content for Instagram such as reels, hashtags and captions
- Created content for Tiktok such as photos, reels, hashtags and captions
- Created content for FB such as photos, reels, hashtags and captions
- Successfully grew followers and engagement towards a newer Instagram, FB, and Tiktok page

Inside Asbury

Intern, Asbury NJ

Feb 2021- May 2021

- Created content for Instagram such as photos, reels, hashtags and captions
- Organized and created a successful giveaway campaign on Instagram
- Created successful Instagram reels
- Designed a PDF guide for outdoor dining in Asbury
- Created Instagram covers
- Successfully grew followers and engagement towards a newer Instagram page

Design 446, Manasquan NJ

Intern,

Jan 2020- May 2020

- Assisted Non-Profit Organizations with content such as Email Blasts, Press Releases, Social Media Posts.
- Taught about Social Media Marketing, Public Relations, Graphic Design
- Created Content for Non-profit organizations on all media sources

Xscape Theater - Howell NJ

March 2016 to March 2020

Assistant Manager

- Staff Management: Hired, trained, scheduled, and evaluated employees for efficiency.
- Customer Service: Fostered a customer-first culture for excellent guest experiences.
- Theater Operations: Managed ticketing, concessions, auditoriums, and exterior areas.
- Safety & Security: Ensured compliance with safety and security protocols.
- Financial Performance: Optimized pricing, inventory, and sales for profitability.
- Budgeting & Cost Control: Monitored expenses and identified savings.
- Reporting & Analysis: Provided performance reports to management.

Programs

Canva, Later, Adobe Lightroom Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator to help create Instagram Posts and Videos, SEM Rush, Google Analytics, Google Console, Google Ads, FB Meta Business Suite, Sendible, SEO Optimizer, FB Ads Manager

Microsoft Word, Microsoft Office, Microsoft Excel, Microsoft Powerpoint

Skills: Marketing, Photography, Graphic Design, Video Editing, SEO, PPC, Social Ads, Social Media Management, Account Management