

Taylor Godbold

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EDUCATION

University of North Carolina Wilmington
Cameron School of Business
Bachelor of Science, Business Administration
Concentration: Marketing Strategy
Graduation: May 2020

Sant'Anna Institution | Sorrento, Italy
UNCW Study Abroad Program | Summer 2019
Coursework: International Business Internship

PROFESSIONAL EXPERIENCE

Wilson Center at Cape Fear Community College **October 2019 – Current**
Marketing Assistant, Department of Community Relations **Wilmington, NC**

- Responsible for art design created through adobe cloud to include concessions, event support, and front of house logistics; increasing sales, promotion and guest experience
- Support customer service team to build rapport with event clientele and generate return patronage

The District Kitchen and Cocktails **August 2019 – January 2020**
Server, Marketing Assistant **Wilmington, NC**

- Created marketing events designed to increase brand awareness through new platforms such as social media and supporting freelance artists ultimately generating increased traffic to the restaurant

Mo' Mo Kitchen and Bar **April 2019 – May 2019**
Marketing Analytics Intern **Sorrento, Italy**

- Developed mission statement, marketing strategies and executive summary to enhance business structure
- Created flyers and social media promotions resulting in an increase in brand awareness and a 10% rise in sales

K-38 Baja Grill **March 2018 – August 2019**
Server **Wilmington, NC**

- Demonstrated consistency and reliability resulting in above average customer referrals and positive reviews

LEADERSHIP AND INVOLVEMENT

American Marketing Association **October 2019 – Current**
VP of Marketing, Branding and Communications **Wilmington, NC**

- Initiated development and protocol for startup year on campus
- Responsible for developing branding, communications and promotions for the chapter

Study Abroad Program **August 2019 – Current**
Ambassador **Wilmington, NC**

- Works in a team to encourage and educate peers on international study education

Cameron Executive Network **May 2019 – Current**
Mentee **Wilmington, NC**

- Partnered with a Cameron School Executive Mentor to polish business skills

Alpha Chi Omega Fraternity **August 2016 – January 2018**
VP of Risk Management and Facility Operations **Wilmington, NC**

- Coordinated housing, addressed internal issues including advising new member class of potential risks
- Created philanthropic events and fundraisers to support domestic violence shelters

SKILLS

- Highly experienced with Adobe Creative Suite software; Photoshop, Illustrator and InDesign
- Proven analytical and research capabilities; knowledgeable in Google Analytics, SEO, SPSS
- Familiar with multiple platforms in creating email marketing, social media posts and websites