

Director of Marketing

Apr 2022–Present | VODIUM

- Developed product positioning and implemented launch strategies to increase market share, exponentially growing the user base by 213.5%.
- Managed a team of paid and organic marketing experts to increase brand awareness and website conversion, doubling site traffic in the first year.
- Implemented key operational improvements to streamline team productivity and reduce capital spend through automation technologies and goal setting structures.
- Built the B2B and B2C lead generation and customer retention strategy from scratch, reducing churn by 10% YoY.

Growth Marketing Manager

Jan 2019–Dec 2021 | Gun.io

- Produced and acquired top technology thought leader guests for the company's podcast, growing the audience to a 65k+ monthly listenership.
- Managed and implemented key engagement and growth initiatives, scaling the company's community to 20k+ users.
- Owned organic and social media content calendars to drive high-intent site traffic, exceeding the company's conversion rate goal by 10x.
- Designed branded marketing and sales assets, amplifying the company's brand awareness and establishing the brand as an industry leader.

Digital Marketing Consultant

Jun 2018–Present | Self-employed

- Successfully executed the social media content strategy for a women's health brand, resulting in a 30k+ increase in followers.
- Coordinated brand sponsorships and influencer marketing campaigns, and PR for independent artists and tech startups pitching at SXSW.
- Created and enhanced websites for multiple D2C brands with e-commerce capabilities, effectively simplifying their sales processes.

Taylor Veino

ABOUT ME

A results-driven, quality-shipping, detail-obsessed marketer with 6+ years of uniquely diverse experience. I'm truly passionate about facilitating meaningful connections between brands and their customers by humanizing the user experience and cultivating authentic growth for the organization.

The TL;DR:

I get sh*t done. Period.

EDUCATION

Belmont University | Nashville, TN

2014–2018

Music Business & Songwriting, B.S.

Regents University | London, UK

Spring 2017

Media & Business Studies

TOP SKILLS

- Adaptability
 - Candor
 - Emotional Intelligence
 - Executive Leadership
 - Problem-Solving
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- Product Marketing
 - Social Media & Email Marketing
 - SEO & Copywriting
 - Web & Graphic Design
 - Campaign Strategy

CONTACT

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