

# Taylor Mandel

835 NE 17th Terrace, Fort Lauderdale, FL, 33304 \* (954) 895-7168 \* tam205@miami.edu

## CAREER OBJECTIVE

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Proactive Music Business and Entertainment Industries major currently attending University of Miami, with 2.5 years of work experience. Aiming to leverage a proven knowledge of brand management, campaign management, and promotions skills to successfully fill the Social Media Manager role at your company. Frequently praised as efficient by my peers, I can be relied upon to help your company achieve its goals.

## PROFESSIONAL EXPERIENCE

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### SPIN MAGAZINE, Remote, USA

*Associate Editor and Social Media Manager (Graduate Intern), September 2020 - Present*

- Curate all social media content, including sourcing images, designing layouts, and writing copy.
- Develop and maintain procedure around accurate scheduling and posting of social media content, including Facebook, Instagram, SPIN TV, Twitter, TikTok and Triller.
- Collaborate with multiple departments to develop and update content strategy.
- Maintain knowledge of the overall social landscape, trending topics, while leveraging the latest social media best practices in order to provide ongoing thought leadership.
- Confidently manage delivery of projects to ensure they are both editorially strong and budgetarily efficient.
- Build relationships with customers, potential customers, industry professionals, artists, and journalists
- Oversee the interview process of artists or groups for SPIN content, including liaising with Public Relations teams and creating a positive brand experience.
- Create custom social media solutions for the brand amid a changing social climate, including development, content curation, and producing of a weekly 60-second SPIN Music News segment, which was launched from a home studio.
- Present and summarize reporting metrics for Senior Management team, highlighting KPI's and growth markers.

### SCENES MEDIA, Fort Lauderdale, FL

*Editor and Social Media Manager (Graduate Intern), June 2020 – August 2020*

- Read copy or proof to detect and correct errors in spelling, punctuation, and syntax.
- Develop story or content ideas, considering reader or audience appeal.
- Plan the contents of publications according to the publication's style, editorial policy, and publishing requirements.
- Collaborate with web and design staffs to create multimedia promotion that conforms to brand and company content and visual format.
- Based on assessment, draft and propose communication or other campaigns, which may include social and online media, email blasts, and other multimedia.
- Organize and oversee the schedule of social media posting, curating original content and utilizing strategic planning to ensure consistency.
- Ensure special projects are completed on time and within budget, such as interviews with artists, publishing articles via WordPress, and cross-functional collaboration projects for the department.

### SOUTH FLORIDA SINUS AND ALLERGY CENTER, Fort Lauderdale, FL

*Marketing Director, Sep 2018 - Present*

- Write interesting and effective press releases, prepare information for media kits and develop and maintain company internet or intranet web pages.
- Coordinate or participate in promotional activities and Senior Medical Staff events, working with all departments to create superior realtions.
- Identify, develop, and continuously evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.

- Formulate, direct and coordinate marketing activities and policies to promote services, working with advertising and promotion associates.
- Identify main client groups and audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan.
- Collaborate with web, multimedia, or art design staffs to create multimedia web sites that conform to brand and company visual format.
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.

## **C&I STUDIOS, Fort Lauderdale, FL**

*Marketing Assistant, Apr 2018 - Sep 2018*

- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Forecast and track marketing and sales trends, analyzing collected data.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Attend staff conferences to provide management with information and proposals.
- Prepare or edit organizational publications for internal and external audiences, including reports and social media copy.
- Review work done by others to check for correct spelling and grammar, ensure that company format policies are followed, and recommend revisions.
- Operate office equipment such as fax machines, copiers, and phone systems, and use computers for spreadsheet, word processing, database management, and other applications.

## **ROC NATION, New York, NY**

*Intern, Jun 2017 - Aug 2017*

- Arrange public appearances, lectures, contests, or exhibits for clients to increase product or service awareness or to promote goodwill.
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
- Develop contacts with individuals and organizations, and apply effective strategies and techniques to ensure their clients' success.
- Manage business and financial affairs for clients, such as arranging travel and lodging, selling tickets, and directing marketing and advertising activities.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.
- Greet visitors and determine whether they should be given access to specific individuals.
- Prepare agendas and make arrangements, such as coordinating catering for luncheons, for committee, board, and other meetings.

## **EDUCATION**

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### **UNIVERSITY OF MIAMI**

**Coral Gables, FL**

*M.A. Music Business and Entertainment (Dec 2020)*

### **UNIVERSITY OF CENTRAL FLORIDA**

**Orlando, FL**

*B.A. Radio and Television (Dec 2017)*

- **Relevant Coursework:** Minor in Marketing

## **ADDITIONAL SKILLS**

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- Skilled in Microsoft Suite, G Suite, and Adobe Suite

## **REFERENCES**

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References available upon request