



LAURA TAYLOR

SOCIAL & DIGITAL MARKETING MANAGER

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Summary

Digital-savvy social media marketer with 10+ years of experience in content marketing, community management, and paid social media advertising. Proven ability to drive engagement and achieve measurable results across various platforms.

Experience

SOCIAL MEDIA MANAGER

TELUS Digital (formerly TELUS International): 2023 - present

- Led the rebranding of TELUS International to TELUS Digital on LinkedIn, Facebook, Instagram, and YouTube in Q4 2024
- Collaborate with internal communications, PR, and sales teams to build a Social Media Centre of Excellence
- Audit executive team members' LinkedIn profiles, providing guidance on best practices for optimizing their profiles and ghostwriting content to amplify both their personal and professional brand
- Maintain, monitor, and amplify the Global Customer Marketing brand on organic social media
 - Onboarded and implemented Hey Orca - TELUS Digital's first social media management tool
 - Prepare monthly, quarterly, and annual social media metrics to track channel performance and success
 - Increased impressions by 63%, engagements by 50%, engagement rate by 30%, page clicks by 160%, and audience growth by 155% in 2024 on LinkedIn alone

SOCIAL MEDIA MARKETING MANAGER

LifeSpeak Inc.: 2021 - 2023

- Developed LifeSpeak's first social media strategy to increase brand awareness, engage with industry professionals, and drive leads
 - Increased total audience by 918%, total # of post clicks by 254%, and total # of engagements by 179%
- Built and implemented LifeSpeak's first social media employee engagement strategy on LinkedIn
- Selected, onboarded, and trained my team on LifeSpeak's first social management tool: SproutSocial
- Created, sourced, and scheduled organic and paid social content
 - Led content development, briefing & creative production with the internal creative team
- Managed and engaged with communities on LinkedIn, Twitter, Facebook, and Instagram
- Liaised with agencies to execute, optimize, and provide actionable results for paid LinkedIn campaigns

SR. ASSOCIATE, DIGITAL, SOCIAL & PATIENT CARE

Aphria Inc.: 2019-2021

- Managed organic Facebook and Instagram channels for multiple brands in support of the Brand and Communications team
- Coordinated scheduling, community management, and analytics of their channels
- Built an email marketing content calendar for our email newsletters
- Collaborated with the in-house creative team to coordinate creative briefing, production, quality assurance, and legal approvals
- Supported the Patient Care Team with customer care requests via social media and email
- Developed and managed company-wide FAQs for all social and email inquiries
- Managed the escalation process for social media and email complaints to the Communications team

SOCIAL MEDIA COORDINATOR/COMMUNITY MANAGER

Bell Canada: 2018 - 2019

- As the lead Community Manager on Bell Let's Talk Day 2019, I responded to and engaged with the Bell Let's Talk community in a compassionate and thoughtful manner
 - Onboarded and coached a team of community managers who were brought in to help respond to the 145 million interactions we received that day
- Successfully set up and executed paid campaigns on Facebook, Instagram, Twitter and LinkedIn
- Liaised with social network reps to ensure paid campaigns were optimized for delivery
- Wrote, revised, and posted social copy and visual content
- Analyzed and compiled wrap-up reports, providing actionable feedback for future content and campaigns

SOCIAL MEDIA & DIGITAL CONTENT COORDINATOR

Centurion Asset Management Inc.: 2016-2018

- Monitored the brand's reputation online via Meltwater while addressing, escalating, and responding to customer inquiries
- Wrote rental ads and updated Internet Listing Sites (Kijiji, GottaRent, ViewIt), ensuring a <1% vacancy across the portfolio
- Created, sourced, and published content for Facebook, Twitter, Instagram, and LinkedIn, including blogs, graphics, flyers, and posters
- Supplied feedback and recommendations based on organic posts and paid social ads
- Updated WordPress websites, implementing HTML as required
- Provided recommendations for geofencing campaigns, landing pages, and keyword lists in support of SEM/SEO

Skills

- Audio: Audacity, Audiogram, Headliner
- Design: Adobe Photoshop, Canva
- Content: web and social copywriting, creative concepting (drafting briefs, leading design), audio-based content creation
- CRM: Salesforce
- Email Marketing: MailChimp, Pardot
- Social Management: SproutSocial, Emplifi, Hey Orca, Hootsuite, Meltwater, Later
- Social Networks: Facebook, Instagram, LinkedIn, X, YouTube
- Web: Wordpress

Education

2024: **Platform Certificate**

Hey Orca

2022: **Digital Marketing Certificate**

BrainStation

2021: **Platform Certificate**

SproutSocial

2017: **Advanced Social Media Certificate**

Camp Tech

2012: **Honours BA, Radio & Television Arts**

TMU (formerly Ryerson University)

Volunteer

Etobicoke Humane Society: 2019-present

- Transport Manager
- Food & Supply Manager
- Surrender Coordinator