

TAYLOR JONES

Visual Content Creator & Social Media Marketing Specialist

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📍 Kitchener, Ontario, Canada



EXPERIENCE

Content Marketing Specialist

Aeryon Labs Inc.

📅 Dec 2015 - Apr 2017 📍 Waterloo, ON

As the Content Marketing Manager at Aeryon Labs Inc, I create, publish and manage the company's content across a variety of media. Case studies, White papers, Video Production, Photography were types of content created for Canada's biggest producer of commercial drones. Once all content was created an extensive amount of work was put into organizing and executing the content via Social Media through all platforms and measuring the ROI and providing analytics to stakeholders.

Marketing & Social Media Manager

The Lake Louise Ski Resort

📅 Sep 2014 - Dec 2015 📍 Lake Louise, AB

As the Social Media Supervisor for the Lake Louise Ski Resort, I helped with the execution of the annual Marketing and Social Media Plans. This includes, but is not limited to, photographing, filming and livestreaming events, generating written content, tracking campaign ROI, supervising FAM logistics for media, and the planning and execution of Social Media strategies and tactics.

Founder/Chief Memory Curator

DearPhotograph.com

📅 May 2011 - ongoing 📍 Kitchener, ON

Founded DearPhotograph.com - a blog dedicated to taking pictures of pictures from the past, but in the present. TIME Magazine listed Dear Photograph as the #7 Website of 2011, and CBS News listed it as their #1 website of the same year. I curate memories from all over the world and post one a day to the website. In 2012, the Dear Photograph Book was released in North America through HarperCollins. It is currently a Canadian bestseller.

Social Media Coordinator

BlackBerry

📅 Apr 2011 - Sep 2011 📍 Waterloo, ON

Responsible for the day-to-day management of content generation, community monitoring and general execution for RIM's Global B2B Social Media Marketing practice. This includes RIM blogs, community sites and forums and third party social platforms. Also responsible for interacting with a wide range of stakeholders to develop and optimize content for all of RIM's Business focused social platforms and channels.

ACHIEVEMENTS

📷 Official White House Social Media Photographer

March 2015 (Prime Minister Justin Trudeau's Visit to the White House)

★ 2015 Canadian Best-Selling Author

HarperCollins/Dear Photograph

🏆 2014 Ontario College Premier's Award Nominee

Recognizing outstanding college graduates from Ontario's 24 public colleges.

📺 2012 Webby Award Nomination

Cultural Blog Nomination

📺 CBS #1 Website of 2011

DearPhotograph.com

📺 TIME Magazine #7 Website 2011

DearPhotograph.com

SUMMARY

Over the last decade, I have gained extensive experience in a variety of different industries creating and executing high-end content as a one man show. Using my photo and video skills, I strive to create meaningful and engaging content to it's intended audience. As a Creative and Strategic Marketing & Social Media Professional, creativity, focus and a curious imagination is the key to daily progress. I like to find trends before they become mainstream and develop them into a strategy for instant success.