

## MARK TAYLOR II

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**EDUCATION:** B.S., Public Relations, Spanish minor, and graphic design concentration – Florida A&M University

**SKILLS:** Social Media & Content Management, Digital Branding, Editing & Copywriting, Client Relations, Event Planning & Promotion, Internal/External Communication, Speechwriting, and Media Relations. Proficient in Google Suite products; Adobe Creative Suite; Canva; Microsoft Office Publisher, Word, & Excel; GotoMeeting; Zoom; Wix; WordPress, Slack; BaseCamp, MailChimp, HubSpot; HootSuite; Buffer; Facebook, Twitter, Instagram

### **RELATED CONSULTATION + W-2 WORK EXPERIENCE**

[Additional clients, short-term projects and details for MogulMark entity available on LinkedIn profile at [www.linkedin.com/marktaylorii](http://www.linkedin.com/marktaylorii)]

NOV 2021– PRESENT

#### **FreshChalk (via Mom Project | MogulMark)**

*Community Marketing Specialist*

- Monitor and build Fresh Chalk [FC] B2C and B2B users and serve as an ambassador/influencer
- Increased FC visibility and Atlanta market share by 62% thru outreach and collaborative events
- Interface with local businesses to provide partnership for brand recognition, identify needs and develop calls-to-action via field marketing/digital promotion
- Exceeded conversion goals of w/ monthly 32 new users and engagement goals via testimonials exceeding 1000 with digital communication, social media posts, content, organic media, social listening and varying pr and marketing tactics
- Reached top FC rating of “Virtuoso” Karma tier <4 months work commitment to BIPOC and women-led focused community content, engagement, conversations, sign-up conversions, social media posts, marketing communication and influencer activities
- Average 2000 organic site views and consistent recognition for innovative posts and content

FEB 2014– NOV 2017

#### **Goodie Nation/Amplify4Good [MogulMark]**

*Communications Manager / Mentor*

- Established and refined messaging, voice, tone and style of communication and material to align with brand
- Oversaw and created story-telling content, advice, media relations and other professional communication pieces focusing on business concerns, advice, presentation skills and team cooperation for >6 events yearly
- Trained volunteers/partners on tech-enabled tools to proctor design thinking and journey-mapping workshops
- Co-coordinated and supported PR/Brand strategy w/ outsourced entities for the execution of projects/events for more than 40 start-up ventures, partnerships and business events in community pain points tied to Economic Development, Education, Health, and Safety at each quarterly event in the Goodie Innovation process.

FEB 2014 – JUNE 2014

#### **Annona Enterprises [MogulMark]**

*Public Relations Counselor*

- Advised & executed company leadership on reputation, brand identity and public relations endeavors
- Garnered average of 4 monthly PR opportunities via speaking engagement, networking and media appearances, ultimately resulting in media placement with influencer Carol Roth, Atlanta Business Radio and industry magazines
- Followed-up and secured placements via research and use of traditional and social media communication/listening
- Managed and created press kit and marketing content for CEO and company

*(W2-Pro-Bono Roles Continued on backside)*

MAY 2010 – MAY 2011

**FAMU National Alumni Association, Metro Atlanta Chapter**

*Publicity Chair*

- Raise awareness about the Metro-Atlanta Chapter and membership opportunity through events, social media, local media and promotion to increase engagement and visibility of Chapter events/other FAMU endeavors
- Wrote and reviewed published and internal content prior to dissemination to ensure quality and consistency with AP style and Chapter guidelines
- Establish and manage social media accounts and web traffic
- Provided public relations counsel to leadership and provide pr/marketing support for other committees
- Gathered membership consensus using qualitative and quantitative data

AUG 2005 – DEC 2012

**DIGITALGUESTLIST**

*Public Relations Assistant (former roles: Global link Exchange Manager, Intern)*

- Acquired more than 900 subscribers for the organization's e-newsletter in person and via social media platforms
- Manage and support publicity, communication, social network updates and consumer opinion surveys
- Obtain sponsors and partnerships with business clients for the "Titanium Card" and various events
- Coordinated and provided logistic support of monthly events i.e. forums, networking, lifestyle and nightlife events

AUG 2009 – FEB 2010

**Florida A&M University, Office of International Agriculture Programs, Tallahassee, Fla.**

*Communication Specialist*

- Created USAID FAMU Farmer-to-Farmer logo & media kit content; mentioned in three publications.
- Established social media presence and managed updates on the Twitter, Facebook, YouTube and LinkedIn.
- Fostered awareness on initiatives and successes of the Office of International Agriculture Programs
- Designed, drafted and edited published and internal documents, presentations, brochures and Web site content using Microsoft Office and Adobe Suite CS3 applications

MARCH 2009 – JUNE 2009

**The News Service of Florida, Tallahassee, Fla.**

*Freelance Journalist*

- Covered government and legislative issues of interest to associations, agencies, state and local government, lobbyists, lawyers, and insurance companies
- Exercised accuracy, concise and efficient writing in an electronic news medium environment
- Recorded and captured multimedia content for readership using video footage, photography and audio
- Developed lead lists for subscription opportunities and enter into Microsoft Excel and Salesforce.com

SEPT 2007 – AUG 2008

**BusinessLore Group, Inc., Atlanta, Ga.**

*PR Account Executive*

- Conducted interviews, Drafted speech for 100 Black Men of Atlanta CEO and talking points for celebrities & hosts
- Wrote press releases, created media kits, edited public documents and corresponded with local media
- Created radio ads tailored and broadcast to audiences on WHTA FM 107.9, WJZZ 107.5 and WAMJ-FM 102.5
- Wrote content and articles for 100 Voices newsletter
- Developed presentation materials and proposal letters for client acquisition

Professional recommendations are available on the [www.Linkedin.com](http://www.Linkedin.com) Web site; references available upon request