

# TAYLOR WEIDENBACH

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Portfolio: <https://taylorweidenbach.squarespace.com>

Experienced marketing professional in E-commerce, advertising, product content, and event management with a demonstrated history in the building materials, commercial real estate, and financial industries. Experienced in graphic design, customer experience design, event planning, marketing research, advertising, SharePoint design, branding, sales, client relations, business development, HTML Basic coding, and long-range strategy.

**EXPERT IN E-COMMERCE PLATFORMS:** PCM, VQT, TPOG Management, Amazon Vendor Portal, Syndigo, Edgenet, WebCollage, LowesLink, HomeDepot Vendor Portal, Castle Core, Acenet, Menards, Houzz, Orgill, Tractor Supply, True Value, Do it Best, Walmart Partner Portal, Target Supplier Gateway, and .com Build.

## EXPERIENCE

**OCTOBER 2018 – SEPTEMBER 2019**

**MARKETING MANAGER, ONDULINE NORTH AMERICA**

- Streamlined and managed all company marketing assets (photos, videos, PDFs, white papers, sell sheets, etc.) and product content
- Developed all forms of media and advertisements for various initiatives (trade shows, flyers, retail merchandising, etc.)
- Responsible for brand and content awareness for internal vendor sites, .com, and tangible marketing assets for Lowe's, Amazon, Edgenet, The Home Depot, PCM, Acenet, Castle Core, Menards, Houzz, Orgill, Tractor Supply, True Value, Do it Best, Walmart Partner Portal, Target Supplier Gateway, and LowesLink Vendor product content manager
- Managed web content (website, social media, etc.) brand identity, marketing assets, instructional and inspirational guides, and other marketing projects
- Developed and managed new-item setups and Vendor Quote Templates for .com, SOS, stock, drop ship, FDC, RDC, and vendor intranets
- Identified opportunities for external promotion, including development and management of 3rd-party product promotions through influencers (social media, web, tv, radio) and other methods
- Directed and managed Onduline's relationship with Pratt Industries for creation of in-store displays, packaging, stack-outs, POP, aisle violators, and belly beams
- Responsible for the design and marketing implementation of all new-item and line-reviews at the Lowe's Planogram staging facility

**JANUARY 2017 – OCTOBER 2018**

**SENIOR PROGRAM MANAGEMENT, FREDDIE MAC**

- Managed effective PM Community event marketing and branding strategies
- Designed and led the PM Community's SharePoint Redesign Project
- Team lead for the Enterprise PMO and PM Community's SharePoint marketing and advertising strategies
- Assisted with development of HTML coding and website design

- Graphic designer for the Enterprise PMO and PM Community internal advertising content
- Responsible for the design and content of the PM Community's Newsletter, internal marketing strategies, and the PM Community's SharePoint
- Developed PM Community events and surveys to provide maximum benefit to attendees
- Lead community tactics and task efforts based on attendee feedback and event metrics program

#### **MAY 2016 – JANUARY 2017**

##### **MANAGER OF BRAND AND WORKPLACE EXPERIENCE, BECO MANAGEMENT**

- Brand Marketing and Events Manager for the Virginia portfolio; consisting of five corporate properties with over 1,000,000 square feet of office space and 100+ tenants
- Responsible for on-boarding and training of the Brand Marketing and Events Department across BECO Management's offices including Maryland and Virginia
- Organized the management and production for all aspects of the event and brand marketing for BECO's portfolio, including the development of promotional collateral and brand awareness
- Cultivated and executed new innovative events and projects to engage workplace satisfaction amongst all touch points within our pre-existing and prospective tenants
- Ensured efforts across all platforms were in alignment with BECO's brand and support efforts to uphold an extraordinary tenant/client experience
- Organized and implemented partnerships with the YMCA of Metropolitan Washington to run the onsite wellness program throughout the property portfolio

#### **JUNE 2014 – MAY 2016**

##### **BRAND MARKETING AND EVENT MANAGER, BECO MANAGEMENT**

- Developed and managed half a million-dollar brand and events budget for each consecutive fiscal year
- Coordinated tenant outreach and implemented engagement activities (including amenity and event programs) that drove tenant satisfaction and loyalty
- Created marketing strategies which maximized the occupancy and revenue of the BECO Management portfolio
- Facilitated lasting relationships while making evident the value BECO delivered to its tenants through outstanding service, events and communications
- Established and communicated a relevant and differentiated tenant experience as well as coordinated its execution across all touch points
- Organized, executed and managed events ranging from 6 to 3,000 attendees including but not limited to; Broker parties, holiday parties, socials, BBQ's, World Cup parties, leasing events, tenant appreciation events, health and wellness fairs, and volunteer fairs

#### **AUGUST 2012 – JUNE 2014**

##### **SENIOR SALES ASSOCIATE, CVENT**

- Supervised the United Kingdom territory, associations, third party planners, and corporate accounts to cultivate partnerships and increase adoption on the Cvent Supplier Network
- Identified and closed sales opportunities with new businesses, renewals, and cross-department sales
- Traveled to Cvent's international office in London to develop the existing team and train new representatives to manage our 700+ clientele

- Brand representative at domestic tradeshow, international tradeshow, and conventions with 80% conversion rate from leads to proposals
- Generated new business and increased adoption through compelling value propositions
- Involved in recruiting entry level professionals for Cvent's corporate office
- Organized and attended university career fairs and conducted on-campus interviews at Penn State University
- Directed and implemented successful marketing and promotional campaigns
- Served as relationship manager by creating engaging brand content and awareness campaigns on Twitter, Facebook, and LinkedIn
- Managed a strong online presence by building long-term business relationships with Associations, Third Party Planners, and Corporations

## **EDUCATION**

**MAY 2012**

**B.A., COMMUNICATION ARTS & SCIENCE, MINOR: RHETORIC AND PUBLIC SPEAKING** PENN STATE - UNIVERSITY PARK