



# TAYLOR WISS

Social Media Marketing and Content Specialist

 taylorwiss.com

 Based in Vancouver, WA

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 trwiss@yahoo.com

## EDUCATION

**Washington State University  
Vancouver**

B.A. in Digital Technology and Culture

Graduation: May 2022

3.89 GPA

Minors in Communication and Fine  
Arts

Social Media Certificate

Presidents Honor Roll: 5 semesters

## CERTIFICATES

Hootsuite Platform Certification

## SKILLS

Create

- Adobe Illustrator
- Adobe Photoshop

Communication

- Slack
- Basecamp
- Discord
- Zoom
- WordPress

Code

- HTML5/CSS3

## CONNECT WITH ME



## PROFESSIONAL EXPERIENCE

### King of Space: Reconstruction of a Narrative Game

The reconstruction of a narrative game originally published in 1991 that involves multiple mini-games, interactive environment, and complex gameplay.

Social Media Marketing Specialist, January-May 2022

- Created and produced content and developed posts for various social media channels including LinkedIn, Twitter, Instagram, and TikTok
- Developed and maintained a posting schedule for all social media accounts for four months
- Created and developed a campaign to promote the reconstruction of a narrative game for a four month period

### **ROGO**

Social Media Manager, March-May 2022

- Curated and created a consistent posting schedule for various social media channels including Instagram, Facebook, TikTok and LinkedIn
- Interacted with the consumers through direct messages, comments, and emails
- Assisted with email campaigns and administrative tasks as assigned

### It's A Cheetos Thing: Social Media Case Study

Conducted a case study analysis of a social media campaign in real time.

Writer and Researcher, January-May 2020

- Followed and analyzed Cheetos ad campaign
- Analyzed the interactions between client and consumer by tracking the analytics on various platforms
- Researched the company and its competitors for information on other campaigns

## OTHER EXPERIENCE

### **Hockinson School District, Covid-19 Testing Operator**

October 2021-June 2022

- Provided assistance with thousands of Covid-19 tests
- Problem-solved with hundreds of customers and staff
- Followed HIPAA procedures for working with confidential information

### **Institute for Family Development, Office Assistant**

August 2019-May 2022

- Assisted the company with creating and maintaining their brand image
- Organized and filed all paperwork related to confidential cases
- Kept paperwork organized and ready for therapist use