

Taylor Hulyksmith

SOCIAL MEDIA DIRECTOR & EDITORIAL PROFESSIONAL



Meet me!

This is my résumé.

Who I am

Name Taylor Hulyksmith
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Where I've worked

11-

re:group Social Media Director

- Built, grew and managed three-person social media department, with offer expertise in content development, community management and reputation management with 2016 revenue of \$325,000+.
- Voiced recommendations for agency growth and process efficiencies as part of the senior operations team.
- Pioneered social media strategies, policies and communication workflows for national and regional brands, with a specialization in franchise and multi-unit retail; maintained ongoing content development on corporate social media platforms, spanning Facebook, Twitter, Pinterest, Instagram, YouTube and blogging; extended strategy to apply to local execution; trained and provided ongoing support to local franchisees and/or store managers; supplied clients with monthly analytics reports containing insights and recommendations for content performance optimization.
- Conceived and/or orchestrated eight large-scale social media contests for Pet Supplies Plus on Facebook, Twitter, Instagram and Pinterest, utilizing third-party apps to execute; resulted in 19,000+ user-submitted photos for use in marketing, 17,500+ opt-in customer emails for lead nurturance, along with peripheral community growth and engagement.
- Conceptualized and generated ongoing blog content for HealthPlus of Michigan's "HealthPlus Difference" microsite, resulting in 10,000 page views over the course of the campaign.
- Researched, qualified and selected third-party software for client social reputation management and data analysis, including Sysomos Heartbeat, Sysomos MAP, Engage121, Hootsuite Pro, Tailwind and Iconosquare.
- Identified need, and managed complete redesign of re:group website.
- Headed internal Happy Committee, focused on propagating agency culture.
- Clients: Pet Supplies Plus, Goldfish Swim School, OSRAM Opto Semiconductors, HealthPlus of Michigan, DFCU Financial, milliCare, The Fave Juice Company, George Matick Chevrolet, IHA and DTE Energy

09-11

Identity Marketing & Public Relations Social Media Strategist, Public Relations Account Assistant

08-10

MyBandStock Director of Public Relations

04-08

Communication Studies, Spanish (Minor) University of Michigan

What I've studied

What I'm good at

Social Media

Strategy
Content Development
Community Management
Monitoring/Reputation Management
Measurement, Performance Analytics, Insights
Blogger Relations

Other

Writing
Leadership/Management
Training
Speaking Engagements
Low-Budget Video Production (iMovie, Screenflow)
Media Relations