



VP OF BRAND MARKETING

TAYLOR HULYKSMITH

WORK EXPERIENCE

VP OF BRAND STRATEGY & DESIGN

2025 -

Head to Toe Brands (The Riverside Company Beauty Brand Portfolio, including former company, The Lash Lounge), Remote

- Lead brand strategy, identity, creative, content and communications for 3 salon franchises: The Lash Lounge, Frenchies Modern Nail Care and Bishops Cuts/Color. Early projects include brand platform and design consulting, and print and digital advertising refreshes.

VP OF MARKETING

2018 - 2025

Formerly: Director of Marketing, Marketing Manager

The Lash Lounge (Salon Franchise), Remote

- Led marketing strategy, team, brand vision, development and 360 marketing campaigns for The Lash Lounge, a premier eyelash salon franchise with 140+ locations nationally, grossing ~\$70MM in annual revenue, managing a \$1.5MM+ marketing budget.
- Joined system at precipice of exponential unit growth as a marketing team of 1; from May '18 to Dec. '19, the franchise grew from 23 to 100 salons.
- Served on 5-person executive team, alongside the CEO, founder/CIO, VP and director of operations, responsible for setting, steering, communicating, measuring and rallying franchisees around annual strategic initiatives aimed at driving revenue (from '19 to '23: +196% systemwide revenue, +50% average monthly unit revenue), increasing profit and building brand profile.
- Managed and motivated a team of 8 with a keen devotion to process, project management and efficiency, dedicated to ensuring franchisee local marketing success, brand poignancy, cultural relevance and market penetration.
- Together with the director of digital marketing, researched, qualified, hired and oversaw agency partners across website, SEO, email, advertising, print, social and public relations.
- Led demonstrable increases in marketing KPIs that outpaced unit growth: from '19 to '23: +107% web traffic, +242% web conversions; from '19 to '21: +33% paid search conversion rate, -40% paid search cost per conversion.
- Led brand transformation from "cold, homogenous, editorial" to "accessible aspirational" as early driver of cultural movement to prioritize diversity representation and empowerment across ages, races, shapes and sizes in the beauty industry.
- Built out brand platform and guidelines—leading definition and documentation of written style and language guide and visual identity across design, owned, earned and stock photography.
- Leveraged professional experience in brand storytelling, content and creative to protect and polish brand aesthetic, pitch and contribute to compelling campaigns, causes and promotions.
- Led 2 brand lifestyle photo and video shoots and post production, featuring real, crowdsourced models and Lash Lounge stylist work.
- Led marketing strategy and execution through the COVID-19 pandemic, pivoting to create closing, interim and reopening communication plans—after which 90% of salons reopened and, from '19 to '21, systemwide revenue grew by 104%.

ABOUT

Senior marketing executive with 15+ years building and managing consumer brands, with a specialization in lifestyle, beauty, franchise and multi-unit retail. Passionate about purposeful, data-driven brand storytelling and compelling creative that inspires customers to relate to, engage with, buy from and form lifetime bonds with businesses they love.

EXPERTISE

Executive/Team Leadership
Strategic Planning
360 Marketing/Brand Strategy
Budget Planning/Management
Creative/Content/Social Strategy
Brand Management
Agency Management
Project Management
Multimodal Writing
Internal Communications
Public Relations
Public Speaking
Onboarding/Training/Coaching
Mentorship
Data Analysis/Reporting/Dashboards
Tech Integrations/Migrations

CONTACTS

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📍 Ann Arbor, MI (prefer remote work in NYC or DET)



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WORK EXPERIENCE

SOCIAL MEDIA DIRECTOR

2011 – 2018

REGROUP (Marketing Agency), Ann Arbor, MI

- As part of the senior operations team, built, grew and managed 3-person social media department, with expertise in content development, community management and reputation management with peak annual revenue of \$325K+.
- Pioneered social media strategies, contests, policies and communication workflows for national and regional brands, with a specialization in franchise, lifestyle and multi-unit retail; maintained ongoing content development on Facebook, Twitter, Pinterest, Instagram, YouTube and blogging; extended strategy to local execution; trained and provided ongoing support to franchisees and/or store managers; supplied clients with monthly analytics reports containing insights and recommendations for performance optimization.
- Orchestrated 8 large-scale social media contests for Pet Supplies Plus, resulting in 19K+ UGC photos, 17.5K customer emails for lead nurture, along with secondary follower growth and engagement.
- 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

EDUCATION

University of Michigan
2004–2008

Communication Studies (Major),
Spanish (Minor)

CERTIFICATIONS

International Franchise Association (IFA), Certified Franchise Executive (CFE), 2018

American Management Association (AMA), Management Skills for New Supervisors, 2014

Hubspot, Inbound, 2018

TOOLS

Microsoft Suite: Teams, Outlook, SharePoint, Word, Excel, PowerPoint

Apple Suite: Keynote, iMovie, Numbers, Pages

Google Suite: Gmail, Drive, Docs, Sheets, Meet

AI Tools: ChatGPT, Gemini

PM Tools: Monday, Trello, Asana, Basecamp, Planner

Email Tools: Emma, Mindbody's Marketing Suite

Social Tools: Canva, SOCi, Rallio, Hootsuite Pro, Tailwind, Iconosquare, Woobox, Later

Familiarity: Adobe Suite, Figma, Final Cut Pro, ScreenFlow

SOCIAL MEDIA SPECIALIST

2009 – 2011

Formerly: **PR Account Assistant**

Identity (Marketing & PR Agency), Bingham Farms, MI

- Co-supported the firm's emerging social media emerging social media department during the infancy of the medium.
- Managed social media programs for B2C and B2B clients, incorporating SEO strategies, designed to grow brand awareness and community engagement.
- Developed agency's video production competency, internal project management process and account assistant training program, filming and editing 20+ videos.
- Creatively developed and managed agency Facebook page, with an emphasis on agency culture and recruitment.
- Provided media relations, editorial, research and creative support to a team of 3 traditional PR account executives.
- Secured speaking opportunities and media placements for a diverse client base.
- Clients: Verizon Wireless, LaVida Massage, S3 Entertainment Group, The iGroup and Friendship Circle of Michigan

TAYLOR HULYKSMITH

WORK EXPERIENCE

DIRECTOR OF PR

MyBandStock (Music Industry Startup), Ann Arbor, MI

2008–2010

- Drove all public relations and marketing programs, serving as primary decision-maker in assigning, creating and editing website copy, blog posts, informational and promotional materials.
- Supervised 2 employees and managed internship program.
- Pitched startup brand profiles, events and company growth to Southeastern Michigan press, alternative and business publications.

PR SPECIALIST

Fusion Shows (Concert Promotion Company), Lansing, MI

2008

CREATIVE SERVICES INTERN

FOX 2 News Detroit (Local News Station), Southfield, MI

2007

WORDS FROM PROS



"Taylor always enhances project with Intelligent, encouraging words. And she oversees the successful execution of projects with kindness—a genuine leader. She is my motivational maven."

—Katie Loerts, Current Freelance Graphic Designer, The Lash Lounge



"Taylor Hulyk(smith) is an organized, professional, creative and capable marketer. Working with Taylor, every request is met with enthusiasm, quick response and thoughtful choices about the approach, which come with specific recommendations and rationale. She pushes her team and clients to continually innovate and improve; an essential attribute of a successful digital marketer. Taylor also does an exceptional job of working the interior of client organizations to maximize the presence of her company's products and services, while ensuring the end-user's experience is seamless. Whether as an employee or partner, I highly recommend Taylor."

—Bob Chunn, Former Client at REGROUP, Pet Supplies Plus



"Taylor is one of the most talented people I've ever worked with. She possesses a unique mix of skills, including traditional communication, new media and video production - which makes her an important asset to her clients and our agency. Taylor injects her eclectic personality into her writing and her work, which adds a element of creativity to everything she does. I've honestly never met anyone like Taylor, and it's her endearing characteristics and 'never-give-up' attitude that make her such an important addition to the Identity team."

—Nikki Little, Former Colleague, Identity

REFERENCES

Janet Muhleman

Former Manager, REGROUP (CEO), Ann Arbor, MI

Andy Jeglic

Former Direct Report, REGROUP (Social Media Assistant), Ann Arbor, MI

Jill Biggs

Former Lash Lounge Colleague (Training Manager), Southlake, TX

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