CORE COMPETENCIES

Executive/Team Leadership
Coaching/Mentorship
Cross-Functional Leadership
Strategic Planning
Budget Management
Marketing/Brand Strategy
Creative/Content/Social Strategy
Strategic Writing/Copywriting
360 Go-to-Market Campaigns
Lifecycle Marketing
Retention Marketing
Local Marketing
Product/Service Launches
Agency/Vendor Management
Data Analysis/Reporting/Dashboards
Technology Integrations/Migrations
Public Relations
Internal Communications
Project Management
Public Speaking

CERTIFICATIONS

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

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

Hubspot, Inbound, 2018

MARKETING & BRAND STRATEGY EXECUTIVE

TAYLOR HULYKSMITH

tkhulyk@gmail.com
734.678.4218
taylorhulyksmith.com
Ann Arbor, MI (remote or hybrid in NYC or DET)
Email for portfolio link.

SUMMARY

Marketing leader with 15+ years building and managing national consumer brands with complex distribution systems. Specialization in lifestyle, beauty, franchise and multi-unit retail. Skilled in holistic brand, creative and marketing strategy, from team leadership through to hands-on execution. Mind for interconnectivity of the full customer journey—from awareness to performance marketing to lifecycle engagement. Passionate about purposeful, data-driven brand storytelling and compelling creative that inspires customers to relate to, engage with, buy from and form lifelong bonds with businesses they love.

WORK EXPERIENCE

VP OF BRAND STRATEGY & DESIGN — 2025 – 2026

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

- Led brand strategy, creative, content, promotions, campaigns and communications for Head to Toe Brands' franchise beauty portfolio, with special emphasis on setting, measuring and achieving quantitative marketing and business KPI targets.
- Defined, refined and evolved brand strategy and brand books (The Lash Lounge, Frenchies, Bishops).
- Adapted logos for new franchise brand (Delta Crown).
- Led development/refresh of print collateral suite of 40+ assets (Frenchies).
- Led 2.5-month email-forward lash win-back lifecycle marketing campaign that resulted in ~$600K in incremental revenue (inc. gratuity) across 126 salons, with incorporation of 3-offer test; winning offer migration to “always on” automation and sales tool (The Lash Lounge).
- Shepherded website creative refresh in alignment with re-platform; led design and content production, incorporating competitive and industry audits and best practices, informed by SEO, AEO and GEO, with mind for the production of long-term-use content blocks (The Lash Lounge).
- Led multi-channel holiday gift card campaign, testing “buy more, get more” bonus format, resulting in ~$220K in sales (The Lash Lounge).
- Cultivated, built and sold Spafinder beauty gift card marketplace partnership to achieve lower CPA relative to alternate digital marketing channels (The Lash Lounge).
- Initiated beta of SOCi’s Reputation Agent and Local Search Agent agentic AI programs to improve review response time and rate and find efficiency in local listings management to increase PoP GBP leads (The Lash Lounge).
- Identified gaps, proposed solutions and facilitated conversation surrounding process, systems, technology and accountability in pursuit of improved franchisor workflows, cross-functional collaboration, efficacy, clarity of responsibility and ownership (Head to Toe).

EDUCATION

University of Michigan
2004–2008
Communication Studies (Major),
Spanish (Minor)

TOOLS

AI: ChatGPT, Google Labs, Spate

Project Management: Monday, Trello, Asana, Basecamp, Planner

Social/Local: SOCi, Rallio, Hootsuite, Tailwind, Woobox, Later

Email: Emma, Marketing Suite (MBO)

Creative (Familiarity): Canva, Adobe Suite, Figma

Apple: Keynote, iMovie, Pages, Numbers

Google: Gmail, Drive, Docs, Sheets, Meet

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

GET TO KNOW ME!

Passionate about growing talent, untapping potential and shared success. Extreme Type A with loud "red" personality and blue tendencies (DISC). Master manager/organizer...even in life-life. Cat lover, soccer player, concertgoer and craft beer enthusiast. Lover of the outside! Pro-self expression and a good cultural moment. Skincare fan. Yoga dabbler.

MARKETING & BRAND STRATEGY EXECUTIVE

TAYLOR HULYKSMITH

VP OF MARKETING **2018 – 2025**

Promoted From: Director of Marketing, Marketing Manager

The Lash Lounge (Salon Franchise), Remote

- Led marketing strategy, team, brand positioning, vision, development and 360 integrated marketing campaigns for The Lash Lounge, a premier national eyelash salon franchise with 130+ locations.
- 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, increasing profit and building brand profile, managing an annual ~$1.5MM marketing budget.
- Joined system at precipice of exponential unit growth as sole marketer; from May '18 to Dec. '19, grew the franchise from 23 to 100 salons.
- Increased gross revenue from ~$23MM to ~$70MM and monthly average unit value by 50% from '19 to '23.
- 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%.
- Managed and motivated a team of 8 with a keen devotion to process, project management and efficiency, franchisee local marketing success, brand poignancy, cultural relevance and market penetration.
- 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 (lead/inquiry form, booking or click-to-call).
- Together with the director of digital marketing, researched, qualified, hired and oversaw agency partners across website, SEO, email, advertising, print, social and public relations.
- Strategized, led and QA-ed setup of web and advertising technology infrastructure for lead management across 4 agency partners, including Google Analytics key events and trigger setup, attribution model and naming convention standardization, centralized data and Power BI reporting vision for informed national and local decision-making.
- 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, voice 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 run compelling evergreen, seasonal and limited-time campaigns, promotions and GTM product and service launches.
- Led 2 brand lifestyle photo and video shoots and post-production, featuring real, crowdsourced models and Lash Lounge stylist work.

SOCIAL MEDIA DIRECTOR **2011 – 2018**

REGROUP (Integrated 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+.

TAYLOR HULYKSMITH

SOCIAL MEDIA DIRECTOR CONT. (REGROUP)

- 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 REGROUP website.
- Headed internal Happy Committee, focused on propagating agency culture.
- Clients: Pet Supplies Plus, Goldfish Swim School, OSRAM, HealthPlus of Michigan, DFCU Financial, milliCare, The Fave Juice Company, George Matick Chevrolet, IHA and DTE Energy

SOCIAL MEDIA SPECIALIST & PR ACCOUNT ASSISTANT **2009 – 2011**

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

- Co-supported the firm's emerging social media department during the infancy of the medium.
- Managed social media for B2C and B2B clients, with SEO strategies to grow brand awareness and 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 the 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

DIRECTOR OF PR **2008 – 2010**

MyBandStock (Music Industry Startup), Ann Arbor, MI

- 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 SE Michigan press, alternative and business publications.

WORDS FROM PROS

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

—Katie Loerts, Former 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