

TAYLOR MITCHELL

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EDUCATION

Bachelor of Arts in Radio, TV/Film | Minor in Marketing | University of North Texas

EXPERIENCE

Associate Producer/Project Manager

Cactex Media | January 2022 - Present

- Planned and coordinated photo and video shoots with budgets up to \$40k
- Clients include Pepsi, Smile Doctors, Ericsson, TCU, NTT Data, North Central Texas Council of Governments, Baby Begin, and more
- Created branded social media template content for long term use

Videographer

Taylor Mitchell Video | May 2015 – Present

- Freelance work filming, editing and publishing innovative and creative video content for clients
- Contributed video content to Facebook, Instagram and YouTube channels yielding 20k+ views
- Optimized content for each platform through creative thinking and a detailed eye

Marketing Coordinator

HealthMarkets | October 2018 – July 2019

- Identified and applied emerging, on-brand trends to social strategy
- Developed an overall brand messaging strategy to reach our audience in innovative ways
- Followed the company's brand guidelines to create content for LinkedIn, Facebook, Twitter, Instagram

Digital Shorts Producer

Blaze Media | February 2017 – June 2018

- Gained 100,000+ new followers by producing, editing and modifying video content
- Contributed to growing traffic goals through social video assets that yielded 1 million+ views
- Worked in tandem with social media manager to execute high-end video content featured on Facebook, Instagram, YouTube

Marketing Producer

KXXV News | August 2014 – July 2016

- Contributed to social video strategies across platforms
- Top 80 USA market that airs in 1 million+ homes
- Met 10+ deadlines daily through ability to pivot and manage tight deadlines

EXPERTISE AND SAMPLES

- Fluent in Adobe Premiere Pro, After Effects, Photoshop, Hootsuite, Yext, Canva, RewardStyle