

# Taylor Preza

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## EXPERIENCE:

### **Sea Pointe Design & Remodel Marketing Manager (Sep. 2020 – Current)**

- Oversee All Marketing Aspects
- Produce/Manage both written and visual media content for digital platforms while staying updated with latest trends (website, social media, email)
- Implemented ad produced new rebranding strategies and deliverables
- Direct professional photo and video shoots
- Research & produce short/long-form content to engage prospective clients while increasing SEO
- Track and report analytics
- Host webinar productions

### **AEG - L.A. LIVE Marketing Assistant (Feb. 2019 – Jun. 2020)**

- Composed digital content for websites and social media accounts (Lakers, STAPLES Center, Lexus, etc.)
- Proofed and distributed marketing materials (email marketing sends, press releases, calendars)
- Supported on-site for all L.A. LIVE events and promotions
- Distributed collateral for L.A. LIVE, REGAL Theater, Ritz-Carlton, STAPLES Center, L.A. Convention Center

### **Theatre 360 Social Media Specialist (July 2018 – Feb. 2019)**

- Create digital marketing campaigns, develop relevant content to reach target audience
- Manage all social media outlets, analyze traffic and improve following
- Produce digital video, photo, and graphic content for web/social media
- Write Press Releases, Placements, build relationships with media outlets

### **DISNEY - KABC7 Eyewitness News (ABC) Digital Video Journalist (Oct. 2015 – June 2018)**

- Produced digital video content for social media, web, and YouTube channel
- Conducted interviews with celebrities/community members
- Produce Traffic Segments
- Monitor Assignment Desk and Manage News Assistants as a lead

### **So Taysty - Founder/Food and Restaurant MicroInfluencer (Current)**

- Collaborate with restaurants and food brands, white producing social media ad content

## SKILLS:

Social Media Management, Content Creation, Digital Marketing, Communications, Digital Content Producing, Journalism, Photoshop, Premiere Pro, Google Analytics, Email Analytics

## EDUCATION:

California State University, Los Angeles

Television Film and Media Studies, Broadcast Journalism (BA)

Originally from Honolulu, Hawaii - *Aloha!*