

Taylor Nappi

207 233 6570
nappita16@gmail.com
www.linkedin.com/in/taylor-nappi
taylornappi.com

EDUCATION

SIMMONS UNIVERSITY • Boston, MA

2017 – 2021

- **Bachelor of Arts** in Public Relations and Marketing Communications from the Gwen Ifill College of Media, Arts and Humanities. Minors in Entrepreneurship and Psychology.

UNIVERSITY OF SIENA (STUDY ABROAD) • Tuscany, Italy

Spring 2020

WORK EXPERIENCE

SENIOR MARKETING COORDINATOR • Diversified USA - *Institute of Finance & Management* • Portland, ME **Nov. 2021 – Now**

- Execute multi-channel marketing campaigns across email, web, social, paid media, and live events to drive registration, lead generation, and revenue growth.
- Manage end-to-end exhibitor and sponsor deliverables, supporting sales initiatives, onsite execution, and revenue-generating marketing initiatives.
- Optimize website and landing pages to improve user experience, increase conversions, and support lead generation.
- Partner cross-functionally with sales, content, and operations teams to execute marketing initiatives aligned with business and revenue goals.
- Oversee marketing timelines, workflows, and campaign assets to ensure efficient, on-time execution.
- Analyze campaign performance using dashboards and reporting tools to inform strategy, A/B testing, and continuous optimization.

PR AND MARKETING INTERN • W.K. Kellogg Foundation via Simmons - *Docs on Call* • Boston, MA

Feb. – May 2021

- Supported marketing initiatives that exceeded engagement goals and grew social followings across key platforms.
- Leveraged partnerships and cross-promotion strategies to expand program reach and attract new audiences.
- Managed the marketing team planner and promotional calendar, executing key initiatives and reporting on metrics.

MARKETING INTERN • Sun Life Financial - *Maxwell Health* • Boston, MA

July – Dec. 2019

- Developed and implemented a social media strategy that increased engagement and follower retention by 34%.
- Mobilized industry leaders as brand ambassadors by developing media guidelines and drafting thought leadership and product marketing content.
- Analyzed paid media and SEO performance to guide budget allocation and optimize ROI.
- Conducted competitive and market analyses to improve digital strategy and rebranding initiatives.
- Wrote and edited copy for multichannel campaigns, including email, newsletters, launches, and press releases.

MARKETING COMMUNICATIONS ASSISTANT • Simmons University - *Career Education Center* • Boston, MA **Feb. – Dec. 2019**

- Designed promotional materials that doubled event attendance and visibility at Simmons and partner institutions.
- Managed social media channels (Instagram, X, Facebook) to build brand awareness and engagement.
- Executed integrated marketing campaigns to strengthen community engagement both on campus and online.

SKILLS

Marketing Tools: HubSpot, Marketo, Mailchimp, Google Analytics, WordPress, Salesforce, Brelia, Buffer, Canva

Creative Software: Adobe InDesign, Photoshop, Illustrator, Audition

Analytics & Productivity: Microsoft Office Suite; Power BI, Excel, PowerPoint, Planner, Loop, Workfront, Asana, Trello

Core Competencies: Event Marketing & Operations • Sponsorship Fulfillment • Lead Generation • Content Strategy
Multi-Channel Campaign Execution • Copywriting • Social Media Management • Analytics • Conversion Optimization

Professional: Strategic thinker, collaborative communicator, data-driven, adaptable, organized, and results-oriented