

TAYLOR CAMP

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SOCIAL MEDIA STRATEGIST

Accomplished and savvy social media branding expert using Facebook, Snapchat, Instagram, Google Analytics, Hootsuite, Iconosquare and others. Generate superb marketing and messaging concepts that deliver greater online presence and branding recognition. Actively seeking a social media channel management role.

- Deep knowledge of ever-changing online media formats utilizing content, consistency and conversation to drive business or product interest and sales. Fluent in English and basic French

CORE COMPETENCIES

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|-------------|--------------------|-------------------|
| • Photoshop | • Hootsuite | • Twitter |
| • TweetDeck | • Iconosquare | • Facebook |
| • MailChimp | • Google Analytics | • Snapchat |
| • Tumblr | • Instagram | • MS Office Suite |

PROFESSIONAL EXPERIENCE

2011 to Present: The Tie Guy – Founder/Owner

Entrepreneurial startup of a highly successful brand. Serve as contributing editor with success in winning brands that include Old Spice, Procter and Gamble, Oral B, Jawbone, Lenscrafters and SwissGear in sponsored campaigns. Provide marketing and branding messaging support using social media platforms. *Press kit available upon request.*

- Utilize strong networking concepts to continue to build the online brand and product presence of new/innovative styles that promote greater revenue and recognition.
- Generate continuous product interest through interesting and informative blogs and unique messaging that translates into business/product recognition and sales.

KEY HIGHLIGHTS

- ⇒ Instagram www.instagram.com/thetieguy (25K followers)
- ⇒ Tumblr <http://www.thetieguy.us> (194K followers)
- ⇒ Twitter https://twitter.com/the_tie_guy (2K)
- ⇒ 5 years' experience running a menswear blog
- ⇒ Success in generating revenue from social media channels
- ⇒ "Favorite Tumblr Blogs to Follow" as noted by menswear expert Nick Wooster
- ⇒ Contributing Blogger to the Men's Health MVP Network
- ⇒ GQ Insider

2014: Field Aesthetic, Colchester, VT – Social Media Support

Provided online marketing guidance and support for this men's lifestyle brand including follower content development that increased online attention.

2014: Mt. Philo Inn, Charlotte, VT – Social Media Messaging Support

Developed solid messaging that promoted a green eco-friendly hotel with furniture made by local artists; environmentally conscious business concept.

2014: Ivy Prepster Spring Catalog – Menswear Model

Brought in to showcase spring menswear fashions in their 2014 spring catalog. *Portfolio available upon request*

EDUCATION

B.S., Communications – Champlain College, Burlington, VT – 2015
General Studies – Dutchess Community College, Poughkeepsie, NY