**Taylor C. Trail**

267-247-2631

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**http://www.taylortrail.com**

**Education**

The Pennsylvania State University

Bachelor of Arts, Communications, May 2016

Minor: English Literature

Vice President and Member -Lambda Pi Eta, National Communication Association

**Computer Skills**

Microsoft Office, QuarkXPress, SharePoint, Adobe Creative Suite, Final Cut Pro, QuickBooks, Sitefinity, Wix, Hootsuite, Documatix, & Brandcomply

**Work Experience**

Merck Sharp and Dohme Federal Credit Union Chalfont, PA

Marketing Specialist February 2019 – Present

* Assist with planning, coordinating and executing both print and digital campaigns that are tracked, analyzed and reported
* Assist with creating and proofing engaging copy for email, social media, blog posts, and digital advertising campaigns
* Obtain bids for all phases of the production of marketing materials
* Coordinate activities between the Credit Union and design/print agencies
* Responsible for production of monthly and quarterly newsletters in both digital and print formats for members and employees
* Responsible for overseeing production of youth program newsletters and events
* Prepare and coordinate campaign deliverables for distribution to branches
* Maintain and operate MCIF (Marketing Customer Information File) software system to better target Credit Union’s promotions, track promotion results, cross-sell products and determine member profitability
* Help organize New Britain Charitable Foundation events as well as attend and document events
* Produce comprehensible web content and help update and maintain various Credit Union websites
* Perform SEO best practices to help drive traffic to websites, among other methods
* Develop and maintain social media profiles and ads on platforms such as Twitter, Facebook, and LinkedIn
* Design and deliver both member on-boarding and campaign emails
* Design forms and letters to use in the Marketing department and throughout the Credit Union

Volunteer Committee Member March 2019 – Present

* Host monthly and quarterly meetings to plan the volunteer efforts of the Credit Union
* Research and select local community charities to partner with for donations
* Connect with the local charities for donation scheduling, meeting, and check donation photos
* Design and distribute marketing materials for internal and external usage

High Potential Employee Participant // CUES (Credit Union Executive Society Member) June 2020 – Present

Chosen by Senior Management to participate in a program that helps to further develop and strengthen my skills for my future role(s) throughout the Credit Union and beyond. This program is designed to guide me through a learning process using an IDP (Individual Development Plan), where I coordinate and meet monthly with upper management and my designated CUES mentor, using online tools and educational information to then apply in my current and future role.

Lauer Media Company Allentown, PA

Freelance Website Designer December 2018 – Present

* Connect with clients to understand their needs and design scope
* Meet with team members to ensure the client’s needs are being met and all parties are in line with design
* Create content for website and design until completion

Just Play Newtown, PA

Assistant Brand Manager January 2017– January 2019

* Support the brand team by managing and tracking day-to-day communication and development of product lines with both internal cross-functional team (incl. product development, marketing, packaging, sales and design) external partners to deliver against key milestones and business needs
* Supporter of three brand managers and their brands
* Maintain key development documents and systems including product line lists, product presentations, financial documents, and approvals.
* Assist with all aspects of marketing and product development
* Review, edit, and produce product copy for items
* Liaison between internal teams and licensor
* Conduct meetings with internal design team to meet licensor approval
* Perform administrative duties (i.e. data entry, product tracking and shipments, presentation and spreadsheet creation, competitive analysis, filing, copying)
* Purchasing and sourcing of hot trends and new products
* Maintaining organization of warehouse and showroom
* Photo-shoot assistance

Trail Electric Warminster, PA

Marketing Associate/ Administrator May 2016 – December 2016

* Designed and updated the company’s website
* Created ad copy for the company’s website and marketing documents
* Shot photos for the website
* Managed daily functions of the office
* Performed various administrative duties such as: operating phone systems, faxing, copying, printing, scanning, and mailing
* Maintained office scheduling and event calendars
* Placed orders and corresponded with vendors
* Typed various correspondence, reports and other written material from rough drafts, corrected copies, dictated notes and other source material, and completed forms in accordance with company procedures and policies
* Set up and managed paper and electronic filing systems, managed incoming and outgoing mail, answered telephones, directed calls and took messages, and routed various documents throughout the office
* Reviewed legal bills and prepared cover letters for bills sent to customers

The Bucks ClubJamison, PA

Administrative Assistant June 2011– August 2015

* Helped market and promote sales for the banquet, pool, gym, and the

Jamison Grille by creating spreadsheets, flyers and informational brochures

* Processed gym and pool memberships
* Conducted informational tours to prospective clients
* Trained pool employees on rules and regulations and system software
* Helped coordinate and monitor banquet productions

Radiance Spa Jamison, PA

Assistant Manager June 2012 – August 2014

* Updated content and market business through social media sites such as Facebook and Twitter
* Sold and promoted the sales of merchandise by creating flyers and brochures
* Maintained bookkeeping and inventory of sales and create daily schedule for six employees
* Managed daily functions of the day spa

**Internship Experience**

Blair County Chamber of Commerce Altoona, PA

Communications Intern/Editor January 2016 – May 2016

* Designed and layout of the Chamber monthly newspaper, *The Blair Business Mirror* (Circ. 125,000 readers)
* Wrote press releases and ad copy
* Assisted V.P. of Marketing on communication and marketing strategies
* Revised and designed marketing pieces for Chamber events
* Shot photos during Chamber events
* Event preparation

**Course Projects**

* Acted as project group manager to coordinate a virtual fundraiser
* Acted as project manager of a group to create an animated video for the local Chamber of Commerce as well as acted as a liaison between client and editors
* Produced and designed a commercial for a local animal shelter
* Led a group that created and marketed a campaign using social media
* Conducted, researched and interviewed administration for a story on chapel renovations, the story was featured on LiveWire
* Performed a variety of jobs for a broadcast segment that included floor manager, technical director, graphics (CG), and prompter

**Leadership Within College Activities**

Livewire online publication, general manager

* Managing Editor/ PR Director/ Photo Editor
* Reviewed and selected photos from faculty and student submissions
* Edited and uploaded material for Live-Wire using Photoshop

Hard freight magazine

* Designed Editor/Manger of Poetry/Editor
* Reviewed visual and literary art from Penn State Altoona students for publication consideration
* Aided in designing the layout of the magazine

Lion ambassadors, tour guide

* Conducted private and open tours to prospective students and faculty
* Aided as a greeter at campus events and Penn State Day

Altoona Collegiate review, freelanceer

* Submitted photos to be reviewed and published to the school newspaper

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**Professional references**

**Tara Hobson**

Senior Brand Manger

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**Stacy Glass**

Office Manager

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Warminster, PA 18974

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**Linda Stotler**

Vice President Communication and Marketing

Blair County Chamber of Commerce

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