

KERRI TAYLOR

+1 407.376.6462

KERRI.TAYLOR@GMAIL.COM

KERRITAYLOR.COM

LINKEDIN.COM/IN/KERRITAYLOR

SUMMARY

As a marketing leader at Ziff Davis, I developed and executed innovative online strategies that drove engagement and delivered measurable results for our B2C and B2B2C technology audiences. By spearheading high-impact product launches and sales and marketing promotions, I've contributed to substantial quarterly growth in traffic, sales, and bookings. My leadership and collaborative strengths, recognized with the 2021 Company Award for Collaboration and Leadership, have consistently fueled cross-functional success.

With proven expertise in marketing communications, digital platforms, and dynamic campaigns, I have seamlessly managed complex websites, app store optimization, social media, AI tools, SEO optimization, and email marketing initiatives. I've also led the successful integration and rebranding of newly acquired brands during mergers and transitions by aligning operations, sales, and development teams. My passion lies in crafting compelling content and pioneering campaigns that strengthen market presence and deeply resonate with target audiences.

EXPERIENCE

Ziff Davis, Inc.

February 2015 - February 2025

Senior Director, Marketing

FEBRUARY 2020 - FEBRUARY 2025

- Led a Marketing team within the Cybersecurity division, specifically working within the VPN, Cloud Backup, and Antivirus space
- As the Head of Consumer Marketing, I managed a team to drive consistent organic traffic and CVR growth, resulting in a ~10% increase in traffic, ~25% increase in sales and ~30% increase in bookings quarter over quarter.
- Developed and executed online marketing strategies for multiple B2C and B2B2C technology brands, including product launches and sales promotions.
- Collaborated with cross-functional teams to optimize CRO improvements through A/B testing and ASO initiatives.
- Led marketing brand and communications strategy for multiple brands, overseeing product launches and multi-channel promotions.
- Managed vendor relationships to optimize production with testing, AI, backlinking, as well as PR.
- Analyzed and optimized the SEO strategy across the brands to drive organic, top-of-funnel growth.

- Implemented recurring brand updates and promotional projects, resulting in a significant increase in conversion rate YoY.
- Maintained a content and social media calendar, reviewed daily to ensure we produced relevant, newsworthy content to drive traffic and maintain brand integrity. I also coordinated on brand strategic plans quarterly to drive additional growth and brand awareness.

Director, Program Management

APRIL 2017 - FEBRUARY 2020

- Managed a team of copywriters, designers, and marketers to ensure operations ran smoothly, while driving traffic to the websites and app stores.
- Assisted with migrating 10+ cybersecurity brands under a new company while developing marketing strategies to align with continued growth year-over-year in the marketing division. Developed brand guidelines and oversaw multiple website redesigns and re-branding, from strategy to implementation.

Senior Manager, Marketing Operations

FEBRUARY 2015 - APRIL 2017

- Owner of the strategy, direction, and oversight of all content elements within 10+ marketing retail brands. Managed a team where we owned project budgets, timelines, personnel, and activities to ensure the successful implementation of all marketing initiatives.
- Developed successful campaigns across affiliate, paid media, and organic channels, driving QoQ traffic growth.

Wyndham Vacation Ownership

June 2004 - February 2015

Director, Marketing Strategy

MARCH 2012 - FEBRUARY 2015

- Executed marketing strategic plans for owners, referrals, and prospects, generating \$95 million in VOI revenue and 39,000 tours/year.
- Developed customer communication strategies targeting 900,000 owner families to enhance lead lists effectiveness.
- Increased brand awareness, coordinated marketing channels, and maintained package strategies to engage owners and prospects, further contributing to sales and marketing targets.

Manager, Social Media

MARCH 2010 - MARCH 2012

- Created and implemented global social media strategy for Wyndham Vacation Ownership, managing campaigns on various platforms.
- Monitored social media mentions in real-time, addressing concerns and promoting positive trends.

- Collaborated cross-functionally to create a consolidated social media platform, fostering positive conversations and protecting the brand.

Manager, Corporate Communications

JUNE 2007 - MARCH 2010

- Managed internal communications for 13,000 associates through various channels, including weekly publications, intranet content, and presentations.
- Produced award-nominated content for the company's quarterly interactive newsletter using InDesign.
- Developed and delivered communications for senior leadership, various departments, and all internal divisions.
- Collaborated with teams to create strategic messaging and presentations for different departments.

Manager, Communications (Resort Management)

SEPTEMBER 2005 - JUNE 2007

- Managed all communications to resort-facing associates, from newsletters to memos from the SVP of Resort Management.
- Organized all aspects of regular in-person associate events for all resort managers (approximately 200 associates) that focused on strategy, business initiatives and team building activities.
- Originated and served as the editor for internal publications to this group of associates, while writing and editing announcements, articles and a newsletter

Communications Intern - Wyndham Hotel Group

MAY 2005 - SEPTEMBER 2005

Communications Coordinator/Intern - Fairfield Resorts

JUNE 2004 - AUGUST 2004

EDUCATION

Lebanon Valley College

Bachelors of Science - Digital Communications

Annville, PA

Activities and societies: Phi Beta Lambda (Business), School newspaper (Layout Editor), Resident Advisor