





ANDREW M. TAYLOR

GET IN CONTACT

-  andrxvw@gmail.com
-  (904)318-3594
-  [linkedIn](#)
-  Tampa, Florida

PERSONAL PROFILE

Diligent professional who demonstrates a strong work ethic and excellent communication skills. Aiming to leverage my academic knowledge and creative mindset to land job opportunities in the fields of marketing and production. My ability to critically think and implement ideas will help companies reach more consumers and expand their outreach.

AREAS OF EXPERTISE

- Digital Marketing
- Social Media
- Canva
- Microsoft Suite
- Google Suite
- Adobe Creative Suite
 - Adobe premiere pro
 - Adobe Lightroom
 - Adobe Photoshop

OTHER SKILLS

- Strong communication and interpersonal skills
- Detail-oriented
- Creative Thinker
- Strong collaborator
- Active listener
- Self-Motivated

EDUCATION HISTORY

UNIVERSITY OF SOUTH FLORIDA

BA in Global Business, Concentration in Marketing, | Aug 2021 – Dec 2024 | Tampa, FL
School of Marketing & Innovation

- GPA | 3.4
- Student Employee | Student Success Communications & Marketing Team
- Marketing Chair | Phi Chi Theta | Co-Ed Business Fraternity
- Digital Content Director | Bull Appétit | A culinary club

FLORENCE UNIVERSITY OF THE ARTS

Certificate in Visualization & Design
Aug 2023 – Dec 2023 | Florence, Italy

- GPA | 3.7
- Intern | Fashion photography
- Student | Studio Photography
- Student | Visual Communication
- Student | Multimedia

WORK EXPERIENCE

PRODUCTION ASSISTANT

HSN | Quarate Retail Group | Dec 2024 – Present

- Assist the Sr. Production Designer in developing and executing visual content for television, social media, and streaming platforms.
- Support styling and set preparation by organizing props, lighting, and design elements to achieve the desired aesthetic.
- Maintain an efficient workflow by troubleshooting on-set challenges and ensuring seamless execution of projects.

BRAND MARKETING INTERN

Bloomin' Brands | Oct 2024 – Jan 2025

- Collaborated with cross-functional teams to strategize, develop, and execute branding, content creation, and social media marketing initiatives, enhancing brand presence and engagement.
- Assisted in ideating, designing, and executing organic social media strategies across multiple platforms for Carrabba's Italian Grill, including managing editorial calendars, tracking engagement, and optimizing high-performing campaigns.
- Supported the Brand Manager in planning, executing, and optimizing the influencer marketing program, providing strategic recommendations and insights to enhance engagement and reach.

CONTENT PRODUCTION INTERN

HSN | Quarate Retail Group | May 2024 – Sep 2024

- Independently managed aspects of production, including story development, filming, editing, and post-production, ensuring high-quality output and consistent content delivery.
- Effectively communicated with producers, coordinators, and team members to ensure seamless project execution, helping meet 100% of deadlines across multiple projects.
- Assisted production staff in developing relevant stories for television, social media, online streaming, and other platforms.
- Worked with the Sr. Videographer and production crew on content shoots and assist with slating shots, changing lenses, lighting, audio needs, and other tasks as needed.

SOCIAL MEDIA MARKETING AMBASSADOR

Polo Ralph Lauren | Youth Marketing Connection
May 2022 – Jan 2023

- Produced original, creative content for promotional advertisements and marketing materials, leading to a 15% increase in engagement across targeted campaigns.
- Collaborated with other ambassadors to influence a larger market.
- Advertised my unique coupon code to incentivize purchases.
- Utilized brand services and products to increase brand recognition.
- Customized brand messaging to reach and capture target audience interest and drive engagement.

DIGITAL MARKETING INTERN

The University of South Florida | Student Success Communications & Marketing Department
Dec 2021 – Aug 2023

- Partnered closely with marketing teams to establish project goals, aligning visual content with campaign objectives and ensuring cohesive messaging across all digital channels, which contributed to a unified brand voice and strengthened campaign effectiveness.
- Supported the execution of multi-channel marketing campaigns by coordinating efforts across digital, print, and social platforms, ensuring message consistency and alignment to maximize audience reach and engagement.
- Assisted in the development and maintenance of a comprehensive content calendar, streamlining production processes and enhancing team collaboration, which improved workflow efficiency and increased content quality across all channels.