

Taylor Kidd

Junior Publicity and Promotions Coordinator - TARO Public Relations

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705-313-4040

Seeking to leverage my highly motivated, team-oriented personality in the digital marketing field.

Willing to relocate: Anywhere

Work Experience

Publicity and Promotions Coordinator

The Toronto International Film Festival (TIFF) - Toronto, ON

August 2018 to September 2018

- Assisted TARO PR and film distributor Elevation Pictures with press junkets and various premiere events.
- Coordinated pre-premiere promotional activities, distributing items and ensuring all went accordingly.
- Photographed Zach Lipovsky and Adam Stein's FREAKS pre-premiere party, hosted by KANDL Artistique.

Junior Publicity and Promotions Coordinator

TARO Public Relations - Toronto, ON

April 2018 to September 2018

- Determined multiple target audiences for each of the client's films based on details observed during advance screenings.
- Coordinated promotions with high reach businesses whose target audiences aligned with those of our clients.

Customer Service Representative

Pine Vista Resort - Selwyn, ON

June 2010 to September 2015

- Answered phone calls, managed incoming email inquiries and booked reservations to best suit the needs of customers.
- Ensured customer satisfaction throughout all aspects of their stay.

Education

Post-Graduate Certificate in Digital Media Marketing

George Brown College - Toronto, ON

September 2017 to August 2018

Bachelor of Arts in Studio Art, Minor Psychology

University of Guelph - Guelph, ON

September 2013 to April 2017

Skills

Adobe Illustrator, Microsoft Office, Adobe Photoshop, Adobe Creative Suite, Facebook Analytics/ Insights, Hootsuite, Brandwatch Analytics

Links

<https://tkstudioart.wixsite.com/website>

<https://www.facebook.com/tkstudioart/>

<https://www.instagram.com/tkstudioart/>

Additional Information

Teamwork and Leadership

- Coordinated team building activities as captain of the women's varsity lacrosse team at the University of Guelph.
- Worked with the communications team at TARO Public Relations to determine target audiences and promotional partners for film distribution company Elevation Pictures.

Creativity and Digital Media

- Freelance experience in graphic design and photography.
- Studied project management, mobile, web and content marketing, emerging platforms, strategic content, e-business and more at George Brown College.

Need Perception

- Perceived the needs of clients during film campaigns and while determining promotional partners.
- Documented and addressed complaints as a customer service representative, fulfilling and compromising the requests of clients and making bookings.

Organization and Efficiency

- Contacted and secured promotional partners while simultaneously multi-tasking and meeting deadlines accordingly.
- Planned and executed promotional campaigns and presented wrap up reports to the company's client upon campaign completion.