

Joey Taylor-Moon

695 37th Street, Des Moines, IA 50312

Phone: 515.975.4086 E-Mail: joriciataylor@gmail.com

Objective

A highly motivated self-starter focused on digital marketing with a demonstrated ability to successfully lead marketing and digital initiatives. Experience in blending an understanding of marketing campaign processes, multifaceted media elements, and standardized industry toolsets. Passion for developing strategy and working with others to understand the goal and develop campaigns to achieve them. Exceptional interpersonal and communication skills in support of marketing solutions to internal teams, vendor/business partners as well as client communication. More than 15 years experience in the real estate and marketing industry which brings invaluable knowledge. I value people and relationships, work best when my to-do list is long and am on a constant quest for betterment.

Experience

Hubbell Realty Company

October 2016 -- Present

Director of Marketing

The director of sales and marketing position is responsible for planning and implementing sales, marketing, and product development programs, both short and long range, targeted toward existing and new markets by performing the following duties personally or through subordinates.

- Lead and develop digital strategies; implement with partners/vendors and track ROI.
- Managed marketing efforts including developing strategic business plans, ensuring overall profitability, revenue growth, maximum market penetration, brand awareness, sell-through, and client satisfaction.
- Established multi-media campaigns achieving maximum exposure for new branding and logo identity - also introduced graphic standards
- Enhanced firm's online platform through website redesign, user-centric functionality upgrades, targeted social media
- Executed and delivered a marketing strategy for the Hubbell Extreme Build for the Ronald McDonald House.

Strategic America

November 2004 – October 2016

Manager, Interactive Services

Previous Positions: Digital Strategist, Senior Media Buyer/Planner

As part of SA's interactive team, I help clients with strategy and planning including online, digital, social, website, SEO as well as traditional media. Results-driven attitude with strong time management and organization skills. Ability to communicate effectively with various personality types while exhibiting leadership and professionalism.

- Lead and develop digital strategies; implement with partners/vendors and track ROI.
- Experience working with digital advertising tactics including paid search, display (ad networks, programmatic and publisher level), video and paid social.
- Project managing, provide direction to developers/programmers and strategy to drive website traffic.
- Marketing and Advertising within Consumer, B2B and Multicultural channels.
- Strategize and implement strategic campaigns based on various client brand initiatives.
- Manage social media campaigns on major and niche social media networks.
- Conduct SEO campaigns including keyword research, copywriting, and link building.

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- Directed a variety of teams within agency to cultivate and maintain consistent overall brand and marketing objectives. Providing strategic planning and project management.
- Developing and managing vendor and partner relationships
- Analysis, measure and evaluate established KPI's and provide recommendations to grow clients business.
- Work on a variety of clients including (but not limited to): Wells Fargo HM, Nationwide Insurance, Iowa Lottery, Lennox, Wendy's, Great Western, Toro, Athene, Service Experts and Pella.
- Managed marketing budgets of various levels. Ability to stretch the marketing dollars and be a fiscally responsible steward.
- Determined the most cost-effective channel and budget levels for each to deliver on marketing objectives.
- Working with the creative team to deliver messaging that is effective and accomplishes objectives of each campaign.

Lorenzo Jones

February 2003 - November 2004

Account Executive/Assistant Media Planner

- Assisted with Media planning for seven product accounts including Car-X, PapaJohns, Dewey Ford, and Zooks HD (now Big Barn HD).
- Designed flyers, brochures and assisted in web enhancements to strengthen the brand.
- Collect research for marketing campaigns including focus groups and strategic planning.

Education/Certification

Drake University

2001-2007

Masters in Business Administration, Executive Development Emphasis (2005-2007)

B.A. in Journalism and Mass Communication (2001-2004)

Des Moines Area Community College

1999-2001

Marketing, Management, and Retail studies

Iowa Real Estate License

Volunteer

AMA Iowa Board Member – Immediate Past President

2009-Present

Polk County Housing Trust Fund – Marketing committee

2018

Greater Des Moines Partnership – Communications committee

2018

Greater Des Moines Partnership – Downtown Events committee

2017-Present

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Grace Methodist Church – 3-year-old preschool Volunteer	2017-Present
Drake University – mentor	2012-Present
Animal Rescue League	1999-2014
Count the Kicks (CTK) Volunteer	2015-2017
Special Olympics	1998-2013