

# JAYDEN TAYLOR

Social Media Manager | Community Manager | Digital Marketer

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## ABOUT ME

Throughout my life I always enjoyed creating content and running my own social media pages catering to a community. One day I realized this is my passion and decided to take this hobby to my professional life.

## CORE SKILLS

Social Media Strategy • Audience Research • Advertisement Management • Data Analysis • Content Strategy • Hashtag Optimization • UGC Strategy • Copywriting • Short-Form Video Production • Long-Form Video Production • Video Editing • Content Calendars • Photography • Email Marketing • CRM • Admin Support • Community Management • Community Engagement • Campaign Planning • E-Commerce • SEO Hashtags • Web Development • Web SEO

## EXPERIENCE

### Social Media & Community Manager (Independent Project)

Instagram & TikTok | April 2020 – May 2021

- Built and nurtured a community of 2.7K organic Instagram followers, achieving above average engagement rates
- Created and optimized 90+ short-form videos, generating over 200K total views and increasing follower growth by 2.7K in 13 months.
- Implemented performance tracking and A/B testing to refine content strategy, improving post reach by 224%.
- Engaged audiences via interactive polls, comments, and DMs to boost retention and community loyalty.
- Utilized hashtags and content reposts to grow, reaching over 15mil views and 300k+ likes from one repost.
- Grew TikTok account organically to 5.1K followers, leveraging trend-based content and consistent engagement.

### Freelance Social Media & Advertising Manager

Remote | December 2025 - Present

- Building relationships with small business owners and creators to identify collaboration and growth opportunities.
- Continuously studying platform algorithms, community engagement trends, and analytics to stay ahead of social media shifts.

### Lead Social Media Intern - B0arding.inc, TravelSnap.ai

Instagram & TikTok | August 2025 - November 2025

- Lead my team of interns as if I was the manager, with permission of my manager
- Was in control of content strategy, who does what, posting dates, etc.
- Was the last intern remaining when everyone else left due to internal issues out of our control. Our launch date got delayed for 2 months, and I remained patient creating content until the project got discontinued.

## TOOLS

Canva, CapCut, Final Cut Pro, Wordpress, Google Analytics, Google Display Network, Flick, Hootsuite, Photoshop, Microsoft Excel, Answer The Public, Meta Buisness Suite, TikTok, Instagram, Discord, YouTube, Higgsfield, Edits

## CERTIFICATIONS

Google Digital Marketing & E-Commerce – Google  
Meta Certified Digital Marketing Associate – Meta  
Graphic Design Specialization – California Institute of the Arts  
Marketing with TikTok – Aptly

## PORTFOLIO

Explore full creative samples, campaign breakdowns, and more about me → [JaydenPortfolio.com](https://JaydenPortfolio.com)