

# Meet me!

This is my résumé.

## Who I am

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## Where I've worked

**18-** **The Lash Lounge • VP of Marketing (formerly Dir. and Mgr. of Mkg.)**

- Lead marketing strategy, team, brand vision, development and evolution for The Lash Lounge, a premier eyelash salon franchise with 140 salons across the United States, managing a \$1.5M+ marketing budget.
- Joined system at precipice of exponential unit growth as a marketing team of one; from May 2018 to Dec. 2019, the franchise grew from 23 to 100 salons.
- Serve as integral member of a 5-person executive team, alongside the CEO, founder/CIO, VP and director of operations, responsible for setting, steering, communicating, measuring and rallying franchisees around annual strategic initiatives aimed at driving revenue (from '19 to '23: +196% systemwide revenue • +50% average monthly unit revenue), increasing profit and building brand profile.
- Led demonstrable increases in marketing KPIs that outpaced unit growth: from '19 to '23: +107% web traffic • +242% web conversions; from '19 to '21: +33% paid search conversion rate • -40% paid search cost per conversion.
- Manage and motivate a team of eight with a keen devotion to process and efficiency, dedicated to ensuring franchisee local marketing success, brand poignancy, cultural relevance and market penetration.
- Together with the director of digital marketing, qualify and oversee agency partners across web, advertising, print, social and public relations.
- Led marketing strategy and execution through COVID-19 pandemic, pivoting to create closing, interim and reopening communication plans—after which 90% of salons reopened and, from '19 to '21, systemwide revenue grew by 104%.
- Leverage professional experience in brand storytelling, content and creative to protect and polish brand aesthetic, pitch and contribute to compelling campaigns, causes and promotions.

**11-18** **re:group • Social Media Director**

- As part of the senior operations team, built, grew and managed three-person social media department, with expertise in content development, community management and reputation management with peak annual revenue of \$325K+.
- Pioneered social media strategies, contests, policies and communication workflows for national and regional brands, with a specialization in franchise and multi-unit retail; maintained ongoing content development on Facebook, Twitter, Pinterest, Instagram, YouTube and blogging; extended strategy to local execution; trained and provided ongoing support to franchisees and/or store managers; supplied clients with monthly analytics reports containing insights and recommendations for performance optimization.
- Identified need, and managed complete redesign of re:group website.
- Clients: Pet Supplies Plus, Goldfish Swim School, OSRAM Opto Semiconductors, HealthPlus of Michigan, DFCU Financial, milliCare, The Fave Juice Company, George Matick Chevrolet, IHA and DTE Energy

**09-11** **Identity Marketing & Public Relations • Social Strategist, PR Assistant**

**08-10** **MyBandStock • Director of PR**

**04-08** **Communication Studies, Spanish (Minor)**  
University of Michigan

## What I've studied

## What I'm good at

### Leadership/Management

Strategy/Planning  
Written/Verbal Communication  
Budgeting  
Process/Systems  
Project Management  
Coaching/Mentoring

### Other

Writing  
Creative/Content Development  
Social Media  
Brand Development  
Speaking Engagements  
Data Analysis