

Taylor Desens

Digital Marketing Strategist



(501) 749-0498



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linkedin.com/in/taylor-desens

I'm Taylor Desens, a fast learning energetic Marketer with big goals and a robust imagination. I love developing creative solutions built on an understanding of sales-driven art direction, data-based marketing campaigns, and conversion-optimized web design.

If you're looking for a Marketing Director that drives change and delivers results, you've found me.

- ✓ **I have a history of driving multi-channel campaigns** across social, email, remarketing, and web-based platforms in both automated and hands-on environments.
- ✓ **I have a strong background in web-based initiatives** including developing B2B strategies, aligning content with vertical channels, enhancing UX and UI through iterative improvement, and driving A/B testing
- ✓ **I believe in data-based decisions**, so I'm comfortable working with analytics to measure campaign success and deliver data-driven metrics to quantify results and recommend next steps
- ✓ **I am a cross-team collaborator** comfortable working with Software Development, Sales, and Product Marketing teams to identify, build, and market new opportunities that support short and long-term objectives
- ✓ **I am a diplomatic leader with a passion for growth**, comfortable building in-house and contractor teams to drive multiple projects in a fast-paced environment

What do you think?

If I sound like a fit for your team, I'd love to learn more. Connect with me on LinkedIn, give me a call at (501) 749-0498 or send an email to hello@taylordesens.com

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CIBT, Inc

Oct 2014 - Present

CIBT is the leading provider of immigration and visa services for corporations and individuals around the world. CIBT offers a comprehensive suite of services under two primary brands: Newland Chase and CIBTvisas.

- **Digital Marketing Director**

Oct 2018 - Present

Worked with Marketing, Sales, and Software leaders to develop large-scale global marketing strategy for the organization. Strategically involved in developing marketing campaigns and demand-generation expansion across 60 websites to lead an increased focus on B2B markets.

- Lead Search Engine Optimization initiatives in our largest market to increase organic traffic by 26% across top 10 B2B landing pages
- Drove improvements to the lead generation strategy that resulted in a 19% increase YOY
- Lead the move of one of our e-commerce websites from contractor-created CMS to WordPress and reduce monthly spend
 - Integrated with proprietary APIs to deliver dynamic content across the platform
 - Implemented Yoast SEO plugin to bring SEO initiatives in-house
 - Revised structure to increase funnel and optimized OLO to increase conversion rate by 7%
- Worked closely with the executive team to revise the existing sales model from a shared focus on B2B and B2C to a targeted B2B environment.
 - Developed demand-generation strategies that re-focused website attention on corporate clients
 - Created lead-generation opportunities that automatically identifies ideal clients through Salesforce Pardot's scoring and grading platforms
- Developed communication strategy for expansion of services into China and Italy through email, social, and web campaigns.

- **Senior Marketing Manager**

May 2017 - Oct 2018

Led Marketing Team web initiatives to increase OLO conversions, develop lead generation strategies, and demand generation initiatives across 25 global markets.

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- Led Conversion Rate Optimization program to launch A/B multivariate testing across 60 websites; implemented new platforms and testing programs that reduced reliance on Software and Project Management teams.
 - Developed iterative CRO experiments to widen the order funnel and increase take rate of low-converting upsells by 107%
 - Drove improvements to our most expensive concierge service that generated a 15% increase in take rate – a \$16M increase in revenue across global markets
- Led the integration of Hubspot platform with existing service-based website; developed gated pages, and custom email campaigns to support automated initiatives to increase leads by 28%

- **Digital Marketing Manager**

Mar 2014 - May 2017

Worked with the Vice President of Marketing and the Global Sales Team to develop web-based strategies that support B2B and B2B2C campaigns. Led marketing initiatives for new software and website integrations.

- Developed landing pages for partner and affiliates that send traffic to our website; Increased conversion rate by 6%
- Worked with Sales Team to improve global RFPs, including improvements which lead to the win of global services contract for Facebook and other Fortune 500 companies
- Developed collateral, email, and social media campaigns to raise awareness of participation in global event
- Provided offline and online collateral and content for Sales Team

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A Briggs Passport & Visa Expeditors

Aug 2013 - Oct 2014

A Briggs was a leading US Passport and global visa expeditor based in Washington DC with offices around the country. A Briggs was acquired by CIBTvisas in 2014.

- **Web & Content Manager**

Aug 2013 - Oct 2014

Worked with the CEO to create a brand renewal strategy that focused on lead generation and website optimization. Developed and implemented content strategies, social media campaigns, and landing page improvements to increase funnel engagement by 50% and conversions by 3%.

Freelance Marketing Consultant

Nov 2011 - Present

I Work with small and medium-sized businesses in the technology sector to maximize their presence online through branding, web development, search engine optimization, email campaigns, re-marketing initiatives, and conversion rate optimization. I have partnered with multiple agencies including 501 Design Team, Sides Creative, and LogicVue Solutions.

Education + Certification

- I received a Bachelor's Degree in Fine Arts from Arkansas Tech University in 2009
- I'm certified in Google Analytics
- I am currently completing numerous certifications from Hubspot's Academy on Marketing, Lead and Demand Generation, and Sales