

Taylor Nevells

Senior Digital Marketer

nevellstaylor@yahoo.com

(717) 339-8401

Denver, CO | Relocating to San Francisco, CA

Skills

Digital Strategy, SEO & GEO, Lead Generation & Nurturing, Conversion Rate Optimization, Email Marketing & Automation, UX/UI Web Management, Campaign Analytics & Reporting, Brand Messaging, Graphic Design

Tools & Platforms

Webflow, Figma, Miro, HubSpot, GA4, Google Search Console, Google Keyword Planner, SEMrush, LinkedIn Campaign Manager, Hotjar, Adobe Illustrator, Canva, Jira, Google Suite

Experience

Wavelynx Technologies | Broomfield, CO – B2B

Senior Digital Marketing Specialist | Oct 2025 – present

Digital Marketing Specialist | Sep 2023 – Oct 2025

- Secured a 38% asset download conversion rate through story-driven landing page UX, optimized forms, and an information-first funnel
- Increased website sessions by 57% YoY and boosted organic search impressions 22.8% by redesigning the site with keyword optimized content, improved UX/UI, and streamlined user journeys
- Strategized and executed HubSpot email campaigns and automations, driving a 15.25% average CTR on product launch emails
- Achieved a 9.4% organic engagement rate on LinkedIn over 12 months by producing relatable, human-centered content
- Managed and optimized LinkedIn paid video campaigns, achieving a 16.5s dwell time - 267% above benchmark - and increased audience engagement
- Developed a monthly KPI roadmap across all digital channels, aligning historical performance data with business objectives
- Led full website redesign, creating wireframes and user flows in Miro, managing Webflow updates, and building landing pages to enhance UX and maintain brand consistency
- Designed and optimized a HubSpot lead scoring system to track, nurture, and deliver MQLs to sales
- Produced marketing collateral, including trade show banners, one-pagers, whitepapers, and presentations, to support sales and marketing initiatives

The Arc of Adams County | Northglenn, CO

Community Outreach Coordinator | Jun 2021 – Sep 2023

- Created and implemented yearly marketing/outreach plan
- Updated branding across organization touch points increasing awareness
- Implemented an email/social campaign increasing funds raised by 29% in 2022
- Grew Facebook impressions by 50% YoY
- Increased average email open rate by 6.2% by implementing email personalization
- Designed and maintained website including graphic design and copy on WordPress

Education & Certifications

University of Colorado Boulder | Bachelor of Science - Major: Strategic Communication Advertising, Minor: Media
HubSpot Marketing Software, HubSpot SEO Credential, Google Analytics Individual Qualification

Awards

Lynx Leader, July 2025 | Associated with Wavelynx