

# Taylor Ashford

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taylorashford.com

## Professional Summary

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Creative communications professional with over a decade of experience in brand development, web design, and digital content strategy. Strong background in translating organizational goals into cohesive narratives across web, print, and multimedia channels.

## Work History

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### 2012-Present

#### Communications Consultant

St. Louis, MO

Independent practice specializing in brand strategy, web design, and digital communications for small and mid-sized businesses—with client relationships spanning up to a decade.

- Design and develop websites that align organizational goals with clear messaging and strong user experience.
- Advise small and mid-sized businesses on brand positioning, audience, and communication strategy across web and marketing channels.
- Build brand systems—including identity, photography, and marketing materials—that give clients a consistent presence across every channel.
- Manage projects from concept through launch, including timelines, client feedback, and technical implementation.
- Write and structure content that improves clarity and usability across websites and digital platforms.
- Apply SEO and analytics practices to improve site performance and discoverability.
- Design custom WordPress-based tools—client portals, booking systems, and reporting dashboards—that replace manual processes and centralize how clients manage their work.

**2012-2022**

**Marketing Director**

*Climb So iLL, St. Louis, MO*

Served as the sole marketing lead during a period of rapid growth, directing brand strategy, content, design, and communications across every channel.

- Grew the brand to 100,000+ unique customers and 1,000+ monthly members across multiple locations.
- Shaped and maintained a consistent brand voice and visual identity across all channels and formats.
- Built social media presence to 40,000+ followers through original content and ongoing campaigns.
- Managed email program reaching 50,000+ subscribers, using audience data to improve performance over time.
- Designed and maintained WordPress websites generating 15,000+ monthly visitors.
- Produced all marketing collateral across digital and print, including signage, brochures, merchandise, and promotional materials.
- Directed photography and video campaigns that expanded brand awareness and audience reach.
- Hired, managed, and mentored marketing staff and interns while collaborating with programming and sales teams on cross-functional initiatives.

**2015-2016**

**Adjunct Instructor**

Saint Louis University, St. Louis, MO

- Designed project-based coursework focused on storytelling, creative thinking, and clear communication.
- Drew on current media and cultural examples to make coursework relevant, engaging, and grounded in contemporary life.
- Led critiques and mentored students on presentation and narrative development.

## Education

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**2011-2013**

**Master of Arts — Communication**

*Saint Louis University*

- Thesis: Renewal: An In-Depth Account of Community Building Through Neighborhood Revitalization
- Coursework in Culture and Public Dialogue, Digital Storytelling, and Intercultural Communication.

**2006-2010**

**Bachelor of Arts — Communication**

*Southern Illinois University, Carbondale*

- Double Major in Political Science
- Graduated Summa Cum Laude

## Skills

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- Creative Direction
- Brand Identity
- Content Strategy
- Web Design
- Copywriting
- Photography
- WordPress & CMS
- Search Engine Optimization
- Analytics
- Project Management