Taylor Ashford

618-751-2145
taylor@taylorashford.com
taylorashford.com

Professional Summary

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

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.

Board Memberships

2019-2021

President
4100 Cleveland Condo Association, St. Louis, MO

Led governance and operations for a multi-unit condo association.

- Digitized association operations, converting years of paper records and spreadsheets into a unified online platform for accounting, dues payments, and maintenance requests.
- Directed major capital improvements, including tuck pointing and foundation repair.
- Managed vendor relationships for waste and landscaping services.
- Led quarterly board meetings and resolved owner disputes.
- Navigated the acquisition, renovation, and sale of an absent owner's unit, netting the association $35,000.

Education

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

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