

Taylor Hicklen

taylor@taylorhicklen.com

EDUCATION

Texas Tech University | August 2009 to December 2014

Master of Science in Agricultural Communications

Graduation Date: December 2014

EXPERIENCE

Freelance Designer & Marketer | August 2009 to present

- Worked on a wide range of projects and mediums, from motion graphics and branding to video compositing and website implementation.
- Most recently integrated Affinity software and Kirby CMS into revised workflow.

Dhurandhar Weight Management | February 2017 to October 2017

Marketing Associate

- Implemented graphical elements, including branding, product mockups, website elements, social media profiles, video thumbnails, and marketing materials.
- Conducted and monitored campaigns in Facebook Ads and Google AdWords.
- Tracked and compiled Google Analytics data for two websites.
- Updated patient records, performed market research, and sourced media assets.

Standard Sales Company, LP (Lubbock Branch) | Jan. 2016 to May 2016

Graphics Manager

- Responsible for design and production of signs, posters, displays, cooler wraps, lanyards, and other printed assets.
- Designed more than 50 unique promotional signs per month.

National Storage Solutions Management | Dec. 2014 to Dec. 2015

Graphic Designer

- Designed promotional materials for 17 storage facilities, doctor's office, and medical spa.
- Responsible for design and distribution of brochures, business cards, LCD signs, logos, flyers, and other online and printed assets.

Texas Tech Recreational Sports Marketing | April 2011 to July 2013

Student Intern

- Responsible for design and distribution of more than 50 promotional posters per semester.
- Set up, documented, and assisted with promotional events, including kids triathlon and salsa night.

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HONORS

Eagle Scout Rank | Boy Scouts of America, Troop 774

Awarded December 31, 2009

Vigil Rank | Order of the Arrow, Nakona Lodge 150

Awarded October 8, 2008

REFERENCES

Available upon request.