



JOCELYN MCCALL

D I G I T A L B R A N D
M A R K E T E R

SKILLS

CREATIVE, STRATEGIC PROBLEM SOLVING
BRAND IDENTITY DEVELOPMENT
OMNI-CHANNEL BRAND CAMPAIGNS
CONTENT CREATION
OWNED SOCIAL MEDIA STRATEGY

EDUCATION

CORNELL SC JOHNSON
COLLEGE OF BUSINESS
DIGITAL MARKETING CERTIFICATION
IN PROGRESS

PRATT INSTITUTE
INTERIOR ARCHITECTURE AFA '10

CONTACT

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REQUEST PORTFOLIO

WORK EXPERIENCE

Global Digital, Social Multi-Brand Marketing Manager

Marriott International - AC Hotels + Element Hotels

January '17 - Present Day

- Integrate legacy Marriott International and Starwood Hotels & Resorts brands into the world's largest travel and hospitality company while managing the exponential portfolio expansion of AC and Element Hotels to +250 hotels across 7 regions
- Front-end development of new brand websites website, inclusive of site goal setting, modern site mapping, high-quality mock-ups/ UX, SEO and collaboration across UX team of designers and developers to launch onto largest hospitality digital ecosystem
- Responsible for multi-brand online identity, including: content development, websites, social media, influencer relations, partnership amplification, event/activation strategy, and email marketing with multiple agencies and cross-functional internal teams
- Successfully developed digital, social media platform strategy to shift brand perception, increase brand awareness, drive traffic and support growth. Platforms include: Facebook, Twitter, Instagram, YouTube, LinkedIn, achotel.marriott.com, element-hotel.marriott.com, and branded content across Marriott.com
- Track digital channel performance monthly, followed by providing insights and recommendations for optimization

Global Social Media Luxury Brand Manager

Starwood Hotels & Resorts - St. Regis Hotels & Resorts

March '16 - December '16

- Developed new overarching owned global and individual social media strategy inclusive of influencer partnerships, event activations, and modernized identity
- Responsible for 102% exponential follower growth and uptick in awareness KPIs within 8 months of new strategy implementation
- Responsible for monthly editorial calendar across all owned channels
- Collaborated with multi-functional teams to support ongoing business initiatives

Digital Marketing Analyst - Customer Relationship Mgmt

L'Oreal - Kiehl's Since 1851 - Skincare

August '15 - March '16

- Execute online campaigns, rewards programs, sweepstakes, and direct mailers
- Produce digital and print assets in collaboration with vendors, internal teams, and stores
- Support the AVP of the CRM department across all creative functions

Sales & Marketing Strategist

XYZ Impressions - Campaign Development

March '15 - August '15

- Successfully managed email database nurturing leads into customers
- Led client conception of campaigns from ideation through execution
- Developed brand identity, social media strategy, content and editorial calendar

Marketing Coordinator

Flow Architech - Design + Technology

May '14 - May '15

- Managed marketing database and administrative needs of the CEO
- Introduced email marketing funnel to convert leads to consumers
- Tailored trade show event strategy to attract more leads

Retail Management - October '10 - May '15

Ethan Allen, Forever 21, Anthropologie, Free People

- Managed store operations, merchandising, and tracked sales while managing staff of 5-15 employees