



TAYAH L. LEE

ADVERTISING & DIGITAL MARKETING



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tayahlee.com

PROFILE

I am a creative and dedicated individual with a passion for design, strategic messaging, and creativity. I enjoy developing brands and their connections with consumers, as well as working with teams to execute larger projects.

EXPERIENCE

WEBSITE DESIGN & DIGITAL MARKETING

Vision Design Group

- Website Design on Wordpress
 - Themes: Avada & Elementor
- Brand Kit Creation and Logo Design
- Strategic Social Media Marketing
 - Facebook, Instagram, LinkedIn
- Google Search & Display Campaigns
- Email Marketing
 - Mailchimp
 - Constant Contact
- Search Engine Optimization
- Analytics and Reporting

SOCIAL MEDIA MANAGER

Nostallja Studio Inc.

- Organizing Promotions and Sales Events
- Media Strategy, Scheduling, and Spending
- Content Planning & Creation
- Building Monthly Newsletters
- Managing Tik Tok & Instagram Presence
- In-store Marketing Creation and Placement

CONTENT CREATOR

Winona State University

- Creative Conceptualization and Storyboarding
- Team and Interpersonal Communication
- Photography, Videography, Editing, and Uploading
- Content Planning and Execution
- Social Media Analytics

SKILLS

Strategic Social Media Planning
Google Search & Display Ad Building
Website Design & SEO Integration
Copywriting & Creative Writing
Graphic Design
Adobe Software

- InDesign
- Photoshop
- Illustrator

Research & Data Analysis
Interpersonal Communication
Organization & Task Management
Campaign Planning & Execution

CERTIFICATIONS

Google Ads Creative Certification
Google Ads Video Certification
Meta Social Media Marketing

EDUCATION

WINONA STATE UNIVERSITY

Bachelor of Arts • 2024

RCTC - COMMUNICATIONS

Associate of Arts • 2022