

MANDY TAYLOR

MARKETING & COMMUNICATIONS LEADER | BRAND MANAGEMENT | INTEGRATED MARKETING

PROFESSIONAL SUMMARY

Marketing and communications leader with 8+ years of experience in integrated marketing, brand management, digital initiatives, public relations, and organizational storytelling across financial services, healthcare, higher education, and nonprofit organizations. Leads teams and cross-functional partners to turn organizational priorities into clear campaigns and communications that strengthen engagement, reputation, and growth.

AREAS OF EXPERTISE

- Marketing Strategy
- Brand Positioning
- Corporate Comms
- Digital Marketing
- Public Relations
- Content Development
- Creative Direction
- Change Comms
- Team Leadership
- Stakeholder Mgmt
- Sales Enablement
- Campaign Analytics
- Executive Comms
- Community Engagement
- Campaign Management
- Event Management

CAREER HIGHLIGHTS

Organization-Wide Leadership: Direct bank-wide marketing and communications for a 17-location community bank, lead a two-person team, and support more than 40 customer-facing employees.

Digital Transformation: Led the year-long redesign of an 80+-page website, restructuring its content and user experience while coordinating with executives, stakeholders, and external vendors to improve clarity, lead generation, and long-term scalability.

Brand & Fundraising Communications: Established a nonprofit healthcare organization's first dedicated communications function and developed campaign communications that supported more than \$585,000 in donations.

PROFESSIONAL EXPERIENCE

Marketing Manager, The Commercial & Savings Bank, Millersburg, OH | August 2023 – Present

Direct bank-wide marketing, communications, public relations, community involvement, and brand strategy for a 145-year-old community bank with 15 banking centers, a loan production office, and an operations center serving a five-county market.

- Lead a two-person marketing team, setting creative direction, content priorities, project assignments, and performance expectations across marketing, public relations, events, and community engagement.
- Translate organizational and business-line objectives into integrated marketing plans, supporting lead generation, customer engagement, sales efforts, and CSB's reputation as a trusted community partner.
- Partner with executives, department managers, and 40+ customer-facing employees across lending, retail banking, and wealth management to translate business priorities and sales goals into messaging, campaigns, and sales resources.
- Guide advertising decisions and manage vendor relationships within a six-figure budget, reviewing performance, reallocating spending across channels, and correcting billing discrepancies to improve the use of marketing resources.
- Led the year-long redesign of CSB's 80+-page website, rewriting content using the StoryBrand framework, and directing site architecture, photography, creative assets, stakeholder approvals, and long-term content governance.
- Plan marketing and coordination for community and employee events, including celebrations with 300+ attendees, Chamber of Commerce events, educational workshops, and two annual all-employee events.
- Develop internal and change communications for the company intranet, recruitment initiatives, executive messages, and technology and process updates, helping employees understand what is changing and how it affects them.

Communications Coordinator, Watermark Health, Dallas, TX | June 2021 – August 2023

Established the eight-year-old nonprofit's first dedicated communications function, independently supporting Watermark Health, Watermark Urgent Care, and CityBridge Urgent Care across multiple clinics and service lines.

- Directed brand strategy and multichannel communications across three websites, three social media accounts, email campaigns, signage, clinical materials, and other print and digital platforms.
- Strategized and executed North Texas Giving Day and year-end campaigns, collaborating with internal and external stakeholders on communications that supported more than \$585,000 in donations.
- Developed patient, volunteer, and organizational stories across annual reports, newsletters, fundraising campaigns, websites, and social media, translating healthcare services and community impact into audience-focused communications.
- Led the CityBridge Urgent Care rebrand, developing its visual identity and brand guide, redesigning marketing and clinical materials, and coordinating a public launch event.

Communications Team Fellow, Watermark Community Church, Dallas, TX | August 2020 – May 2021

Completed a 10-month professional and ministry development program while serving 20 hours weekly on a communications team supporting a large, multisite church.

- Coordinated 20+ graphic design projects in Asana and partnered with stakeholders across five ministries to develop communications plans supporting awareness and event attendance.
- Led a weekly multi-campus planning meeting, managing communications requests, aligning priorities, and coordinating deliverables for weekly campus communications.
- Evaluated digital asset management platforms and successfully recommended PhotoShelter for Brands, creating a centralized library for 30+ creative team members, 150+ staff members, and volunteer photographers.

Communications Graduate Assistant, Oklahoma State University, Stillwater, OK | June 2018 – June 2020

Collaborated on a five-person Ferguson College of Agriculture communications team supporting 12 academic departments, 3,000+ students, 16 majors, and more than 30 study options.

- Developed integrated recruitment and event marketing content across email, social media, websites, print materials, digital signage, and other college communications.
- Managed web and social media content while providing photography and multimedia support for college events.
- Pitched and launched a video campaign recognizing the college's 2020 Outstanding Seniors, establishing a format that has remained part of the college's marketing efforts for five years.

Social Media Team Coordinator, Life.Church Stillwater, Stillwater, OK | August 2019 – August 2020

- Recruited, onboarded, and led a seven-member volunteer social media team, developing workflows, resources, and training processes supporting consistent weekly content.
- Planned content for Facebook and Instagram audiences of 15,000+ combined followers, coordinating priorities with campus leadership and promoting events and attendee stories.

EDUCATION

M.S. in Agricultural Communications | Oklahoma State University, Stillwater, OK | May 2020

B.S. in Agriculture, Cum Laude | Major: Agricultural Communication | The Ohio State University, Columbus, OH | May 2018

LEADERSHIP & TECHNOLOGY

Leadership Holmes County Graduate: Nine-month regional leadership development program | September 2024 – May 2025

Technology: Adobe Creative Suite | Canva | Microsoft 365 | Asana | Airtable | Mailchimp | Google Analytics 4 | Web Content Management Systems | Generative AI: ChatGPT and Claude