

# ZANE WINFIELD TAYLOR

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## ***BUSINESS EXPERIENCE***

**Full time: Feb 2020 - Sept 2020 (Contracted: September 2020 - Present)**

**Product Marketing Specialist**

**Bang the Table | Boulder, CO**

- Led production of the company's most important sales asset, a four minute software demo video in English and French.
- Worked closely with product managers, account managers, and sales team members to produce content for sales enablement, product releases, social media, email, website, YouTube, blog posts, Appcues, and tutorials.
- Please explore my website's [portfolio](#) and [product page](#).

**June 2018 - May 2019**

**Marketing Specialist**

**Sphero | Boulder, CO**

- Created efficient advertising campaigns on Facebook, Instagram, Twitter, and Google.
- Operated and grew social media engagement, created internal collaboration workflows, and led influencers.
- Produced sales decks and a product marketing playbook.
- Contributed marketing plan and booth design for product launch of Sphero Specdrums. The product launch won "Best of CES" for our category by WIRED and was featured in Rolling Stone magazine.
- Assisted in the marketing and advertising of a million dollar Kickstarter campaign for Sphero's RVR.
- Represented Specdrums at CES in person and on camera; led our attendance to NAMM, world's largest music expo.
- Led redesign of Specdrums' packaging and accessories, forming the product's visual identity, and performed extensive research and testing leading to Specdrums' new app.

**August 2017 - June 2018**

**Product Marketing Specialist**

**Specdrums (Startup) | Boulder, CO**

- Launched product to public through Kickstarter, raising 12x its goal.
- Produced testimonial and marketing content for all Specdrums marketing efforts across mediums and channels.
- Turned social media into an engine for sales, attracting educators, parents, and hobbyists.
- Developed winning elevator pitches for CU's New Venture Challenge (\$75,000) and Red Bull Launchpad.

**Winter 2015 to August 2017:**

**Owner and Operator**

**Winfield Marketing and Branding | Oklahoma City, OK**

- Produced videos, photography, and web development to support marketing and branding initiatives.
- Generated over \$70,000 in revenue, served over a dozen clients, and created partnerships with other freelancers.

## ***EDUCATIONAL BACKGROUND***

**BS in Entrepreneurship**

**Oklahoma State University | Stillwater, OK**

- President of Entrepreneurship Club, leading 7 officers and over 50 general members, organizing events, recruiting speakers, coordinating company tours, and fundraising over \$10,000 to send members to conventions.
- Scholarship recipient for the School of Entrepreneurship's Student Advisory Board.
- Marketing/business development intern at Monscierge as an I2E Fellow in 2014.
- OSU ranks among the nation's top 25 undergraduate Entrepreneurship Schools.