

ZANE WINFIELD TAYLOR

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BUSINESS EXPERIENCE

June 2018 - May 2019

Marketing Specialist

Sphero | Boulder, CO

- Lead redesign of Specdrums packaging and accessories, forming the product's visual identity, and performed extensive research and testing leading to Specdrums all new app.
- Performed Specdrums UI/UX review with wireframed feature suggestions.
- Produced videos, sales decks, and a product marketing playbook.
- Brainstormed 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.
- Created efficient advertising campaigns on Facebook, Instagram, Twitter, and Google.
- Operated and grew social media engagement, created internal collaboration workflows, and lead influencers.

August 2017 - June 2018

Product Marketing Specialist

Specdrums (Startup) | Boulder, CO

- Conducted in-person interviews with reference users to gather customer feedback.
- Launched product to public through Kickstarter, raising 12x its goal and awarded best of Kickstarter at CES 2019.
- Produced testimonial and marketing videos for all Specdrums marketing efforts.
- Formed partnerships with local and national organizations for events, including the Brooklyn Academy of Music.
- Played key role in Specdrums' launch, customer discovery and product development roadmap.
- Developed winning elevator pitches for CU's New Venture Challenge (\$75,000) and Red Bull Launchpad.
- Managed content and branding across social media, YouTube and company website.
- Represented company at Tech Crunch Disrupt, SXSW, Future of Storytelling, Philly Tech Week, and local education and music community outreach events.

Winter 2015 to August 2017:

Owner and Operator

Winfield Marketing and Branding | Edmond, 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 Intern at Monscierge, a global SaaS company as an I2E fellow.
- Product development intern commercializing University IP after first year of Business school. Responsible for \$150,000 budget to turn production facility from pilot to production scale. Created plan to use 40% of the budget to produce 400% of target capacity. Involved in Board meetings, branding, and Go-To-Market strategy.
- OSU ranks among the nation's top 25 undergraduate Entrepreneurship Schools.