

# ANNMERRITT TAYLOR

**Marketing, Design & Digital Operations**  
**Creative Technologist**

CUSTOMER ENGAGEMENT DELIVERY · RESOURCE  
MANAGEMENT · AI CREATIVE CREATION & OUTREACH



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## CONTACT

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## CORE COMPETENCIES

Data-Driven Decision Making · Data Analysis & Insight Generation · KPI Definition & Performance Measurement · AI Prompt Engineering & Workflow Integration · Human-in-the-Loop AI Processes · Cloud & SaaS Platform Literacy · Workflow Automation & Process Optimization · Business & Systems Thinking · Problem Solving & Root Cause Analysis · Experimentation, Testing & Optimization · Customer & User Journey Analysis · Audience Segmentation & Personalization · Go-to-Market & Growth Strategy · Technical & Stakeholder Communication · Cross-Functional Collaboration

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## TECHNICAL & CREATIVE TOOLKIT

### *WEB, PRODUCT & PLATFORMS*

CMS & site builders: Wix (advanced), WordPress, Shopify, Square · Front-end fundamentals: HTML, CSS (working knowledge) · UX-aware page structure, accessibility, and conversion optimization · Landing pages, funnels, A/B testing concepts

### *DATA, ANALYTICS & SYSTEMS*

Google Analytics, Search Console, SEO tooling · CRM & workflow systems, intake pipelines, reporting dashboards · KPI definition, performance tracking, optimization reporting · AI-assisted research, documentation, and process acceleration

### *AUTOMATION, AI & MODERN TECH TOOLS*

Generative AI: ChatGPT, Midjourney, DALL·E (content, ideation, assets) · No-code / low-code workflows · Productivity, project management, and collaboration platforms ·

### *DESIGN & CREATIVE TECHNOLOGY*

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom) · Figma, Canva (UI mockups, design systems, brand kits) · Photography, videography, staging, editing, post-production

### *MARKETING TECHNOLOGY*

SEO, keyword research, metadata optimization · Email marketing and social scheduling platforms · Influencer, affiliate, and partnership tech stacks

## PROFILE

Technology-focused marketing and digital operations professional with a strong creative foundation and hands-on experience across web platforms, data-informed growth, automation, and modern tooling. Known for bridging design, engineering, and business needs—translating requirements into scalable digital systems, websites, workflows, and measurable outcomes. Comfortable in tech-adjacent roles supporting SaaS, product, and services teams, with strengths in web building, analytics, AI tooling, and cross-functional execution. Creative problem-solver with a technical mindset.

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## WORK EXPERIENCE

### *MANAGER, CLIENT ENGAGEMENTS & OPERATIONS– OOWEE LLC*

Lead cross-channel marketing for OooWee's B2B services brand (SayOooWee.com) and B2C e-commerce brand (OooWeeDeals.com), owning strategy, execution, and operations from top-of-funnel awareness through retention.

Partner directly with the CEO, creative, and sales teams to design high-impact, data-driven marketing strategies that generate qualified leads, drive engagement, and increase ROI.

#### *Strategy & Planning*

- Set quarterly marketing OKRs and integrated roadmaps across brand, demand generation, and e-commerce promotions.
- Translate business objectives into executable channel plans spanning web, email, SEO, paid media, and social platforms.

#### *Acquisition & Demand Generation*

- Build and launch full-funnel campaigns for the agency, including lead magnets, webinars, case studies, and reviews/ratings strategies.
- Drive traffic and product discovery for e-commerce through SEO-led content, creator partnerships, affiliate programs, and paid media.

#### *Content, Brand & Web*

- Own brand voice, positioning, and content pillars across both properties; brief designers and collaborators on creative concepts for landing pages, ads, and social content.
- Maintain editorial calendars, campaign timelines, and launch playbooks to keep cross-functional teams aligned and on schedule.
- Oversee website builds and optimization in Wix CMS with a focus on UX, conversion, and performance.

#### *Lifecycle, CRM & Sales Enablement*

- Manage email and SMS lifecycle programs (welcome, nurture, win-back, VIP) and on-site messaging to improve engagement and repeat purchase.
- Partner with Sales to deliver enablement assets including one-pagers, proposals, and case studies, strengthening the marketing-to-sales handoff.

#### *Analytics, CRO & Optimization*

- Monitor performance using GA4, Google Search Console, and Looker Studio; prioritize experiments to improve funnel health and on-site conversion.

- Lead A/B testing across headlines, offers, and page layouts; run post-launch retrospectives and iterate based on insights.

#### Team Leadership & Operations

- Manage a pod of interns and contractors across copy, design, and media buying; run weekly standups, sprint reviews, and performance check-ins.
- Document SOPs, QA checklists, and approval workflows in Asana to improve quality, speed, and delivery consistency.

#### Platforms & Tools

- GA4, Google Search Console, Google Ads, Meta Ads, TikTok Ads, Klaviyo, Wix CMS, Canva, Figma, Asana, Zoho CRM.

### *FOUNDER & CREATIVE TECHNOLOGIST- ATOMIC MUSE DESINGS*

- Founded and scaled a creative-tech consultancy delivering branding, web, digital marketing, and content solutions for B2B and professional services clients.
- Designed and built websites, landing pages, and digital brand systems using modern CMS and design platforms.
- Integrated SEO, analytics, CRM workflows, and content pipelines to support measurable growth.
- Produced long- and short-form content, visual assets, pitch decks, and AI-assisted creative solutions.
- Served as technical and creative advisor to clients—translating business needs into structured digital execution plans.
- Managed full project lifecycle: scoping, pricing, timelines, delivery, optimization, and ongoing support.

### *DIRECTOR OF SALES & MARKETING- PROVEER SENIOR LIVING*

- Led multi-location marketing operations with a strong emphasis on process, reporting, and scalable systems.
- Implemented standardized campaign workflows, performance tracking, and digital asset management.
- Partnered with leadership on market research, competitive analysis, and data-informed planning.
- Oversaw websites, digital advertising support, CRM coordination, and community engagement initiatives.
- Coordinated cross-functional teams and external vendors to deliver consistent, compliant digital messaging.

### *BUSINESS OWNER & DIGITAL MARKETING LEAD - MARTHA MAY'S CHARCUTERIE*

- Built a consumer-facing brand leveraging web platforms, social media technology, and digital content systems.
- Executed branding, website management, SEO, and social commerce strategies.
- Applied data insights and local market research to guide growth and seasonal campaigns.