



branding & nonprofit fundraising

**INSPIRATION
INNOVATION
SUCCESS**

**BRANDING
MARKETING
NON-PROFIT MARKETING
COMMUNICATIONS
FUND DEVELOPMENT
EVENTS**

CONTACT

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www.mtaylormarketing.com

RESUME

ABOUT

MTaylor Marketing creates designs and strategies that bring brands to life, activate community engagement, and drive sustainable growth.

Morgan Taylor, founder and president of MTaylor Marketing, leverages 33 years of experience and leadership in marketing innovation, branding, fundraising, and event management to create success for clients.

ACCOMPLISHMENTS

BRANDING

- Brand Manager for two Fortune 500 pet food brands.
- Successfully re-brands non-profits through fresh, innovative design, brand taglines, audience identification, mission, vision and value statements.
- Founded, branded, and successfully managed nine enterprises in diverse industries (construction, graphic design, marketing and equestrian operations).
- Innovator in translating human and market dynamics into branding that resonates with constituencies and reflects organizational values and mission.

MARKETING

- Leader in designing and integrating partnership marketing and brand loyalty programs to increase profitability and optimize stakeholder engagement.
- Strategic plan designs focused on customer experience and loyalty generating +68% opt-in data growth.
- Marketing strategies that leverage strengths, build revenues and stakeholder relationships, and elevate brand position.
- Track record of revenue growth of 30%-50% through innovative brand and marketing programs.
- Author and designer of campaigns, collateral and foundation programs that consistently advance brand awareness and generate donor | revenue growth.
- Created and managed successful product and event launches in pet food, construction, and equestrian sectors.

COMMUNICATIONS

- Designs and implements communications, social media, and CRM strategies and content for clients in diverse sectors, prioritizing engagement, retention, and growth.
- Creates content to support inbound marketing strategies targeting lead generation and new donor development.
- Designed communications plans and content that generated market-leading response rates of 32%-40% in the equine industry.
- Conducts communications and brand audits to identify gaps and opportunities to maximize brand position and stakeholder engagement.
- Led a grant team and authored grants that achieved a 93% ask-to-funding success rate with an annual grant funding increase of 19%.



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DEVELOPMENT

- Designs comprehensive fund development plans capitalizing on updated brand and marketing strategies and result in 30% revenue growth.
- Development executive leader producing 50% revenue growth over three years through re-vamped donor stewardship programs, re-branding, and marketing strategies.
- Designed and implemented marketing and donor stewardship strategies that resulted in +146% database growth and +50% donor retention rate as a result of innovative rapid response gratitude programs and data collection strategies.
- Designed an event management matrix enabling nonprofits to establish metrics and event management plans to achieve targets and sustainable growth.

EVENTS

- Produced and managed diverse events for non-profit and for-profit organizations: galas, golf tournaments, awareness festivals, and horse shows.
- Grew an equestrian event series from a single day, unrated event to a multi-day, rated series producing 42 events annually and becoming a market brand.

PROFESSIONAL EXPERIENCE

MTAYLOR MARKETING, LLC | FOUNDER & PRESIDENT

Full Service Branding & Marketing Agency Specializing in Non-Profits
2002 - Present

ELEVATION WEB | BRANDING & MARKETING STRATEGY CONSULTANT

Non-Profit Web Design
Ongoing

TAYLOR EQUESTRIAN MARKETING | FOUNDER & PRESIDENT

Branding & Marketing for Equestrian Marketplace
2010 to Present

HORSE SHOW VENTURES, LLC | FOUNDER & OWNER

Horse Show Productions
2002 to Present

FAMILY PROMISE GREATER PHOENIX | DEVELOPMENT DIRECTOR

501(C)3 Non-Profit
2013 - 2016

LINESETS, INC | DIRECTOR OF MARKETING

NORDENSSON ADVERTISING & P.R. | MEDIA BUYER & ACCOUNT EXECUTIVE

CARNATION COMPANY | PRODUCT MANAGER

EDUCATION

UNIVERSITY OF ARIZONA

Major Marketing | Minor Business Administration

STEPHENS COLLEGE

Major Fashion Design & Business Administration

ASSOCIATIONS & CERTIFICATIONS

SCOTTSDALE LEADERSHIP CLASS XXX

HUBSPOT INBOUND MARKETING CERTIFICATION

HUBSPOT MARKETING CONTENT CERTIFICATION