



# TAIA MCGINNIS

MARKETING AND MANAGEMENT  
PROFESSIONAL

## ABOUT

Experienced Marketing Professional skilled in brand management, e-commerce, sales, retail, and event planning. Extensive experience in brand development and execution of omni-channel marketing efforts. Effective leader of diverse teams with a talent for team building and creative content delivery. Currently working on MBA with a certification in Business Analytics and Marketing also serving as an Adjunct Professor at the University of South Carolina.

## WORK EXPERIENCE

### ADJUNCT PROFESSOR

DARLA MOORE SCHOOL OF BUSINESS

University of South Carolina | 2021-CURRENT

- Engage students with marketing content surrounding business strategy and planning
- Educating and coaching students through marketing plan creation for a real world brand launch
- Content creation for online delivery via Blackboard while offering full digital accessibility compliance

### ASSISTANT DIRECTOR

University of South Carolina | 2018-CURRENT

- Manage a 45 person staff conducting over 300 annual conferences and events throughout the campus.
- Oversee summer conference housing facilities across campus for 11,000 guests for the University.
- Conduct student management training program to enrich customer interactions, event planning, and peer supervision.
- Calculate department financials to measure productivity to deliver best results with highest revenue return.
- Complete negotiations with clients, process billing, and complete purchase orders.

### MARKETING BRAND MANAGER

Icon Health & Fitness | 2004-2017

- Brand Manager for the world's largest retailers including Wal-Mart, Sam's Club, HSN, Target and The Sports Authority
- Created and executed marketing campaigns and programs for multiple brands, including Pro-Form, Gold's Gym, Lotus, Weslo, Weider, Healthrider, Jillian Michaels, FreeMotion, Reebok, Tony Little and Altra
- Responsible for the creation and implementation of brands for Wal-Mart consisting of over 200 SKUs
- Supported international customers in 42 countries implementing marketing and advertising campaigns
- Develop video support for TV networks, infomercials, trade shows and on-product/internet marketing. Work directly with personal trainers to create a testimonial program to be used in videos, on POP and in advertisements

### ACCOUNTING REPRESENTATIVE

Icon Health & Fitness | 2000 - 2004

- Prepared weekly executive sales flash reports displaying prior week sales in side-by-side comparison with prior year sales for C-suite executives
- Balanced cross national budget numbers including profit margins, return rates, inventory turns, and many other finite details
- Audited credit card transactions and compared bank statements for verification of payment
- Calculated figures for 90 departmental budgets

## PROFESSIONAL SKILLS

Business Analytics  
Social Media Strategy  
Business and Marketing Strategy  
Product & Business Marketing  
Web content development  
Video Production  
Project Management  
Market Research  
Staff Management  
Copywriting

## EDUCATION

Masters of Business Administration  
University of South Carolina 2022  
Certificate in Business Analytics  
Marketing Concentration

Bachelor of Science  
Marketing  
Human Resources  
Utah State University 2004

## TECHNICAL SKILLS

Microsoft Programs  
Google Programs  
Power BI  
Adobe Professional  
PeopleSoft  
Blackboard-Student and Teacher  
Canva Design

## CONTACT

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## SOCIAL

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