

MONICA TAYLOR

Marketing leader with 20+ years of experience helping organizations find and tell the stories that connect people to purpose. Combines strategic communications, media relations, brand leadership, audience engagement and business insight to support growth, strengthen relationships and advance organizational objectives. Currently serves on the leadership team for Capitol Land Trust's first public capital campaign, helping guide campaign strategy, communications, media planning and event management.

CAMPAIGN MARKETING DIRECTOR

CAPITOL LAND TRUST

OLYMPIA, WA • 02/2026 - PRESENT • CONTRACT

- Serve as campaign marketing lead for the organization's first public capital campaign and largest fundraising effort, partnering with executive leadership, development and the board on strategy, communications and audience engagement.
- Lead integrated marketing, media planning and campaign execution across digital, social media, public relations, print, events and donor communications, maintaining engagement rates of approximately 8% across campaign communications.
- Provide campaign reporting, projections and strategic recommendations to leadership and the board, supporting fundraising, decision-making and long-range planning.
- Contribute marketing and communications leadership to the organization's five-year strategic plan while guiding website redevelopment planning, including vendor evaluation, site architecture and content strategy.
- Led media relations and press outreach for campaign initiatives, securing coverage for key events while developing story concepts and sponsored content featured across four regional publications.

CREATIVE DESIGN MANAGER

OLYMPIA FEDERAL SAVINGS (OLYFED)

OLYMPIA, WA • 05/2015 - 01/2026 • 10 YEARS

- Directed integrated marketing strategy and managed a creative team developing monthly content across eight campaign platforms, including two retail and business product initiatives, with multichannel campaign execution contributing to an average annual asset growth rate of 6.7%.
- Co-led annual marketing planning and budget development with the EVP/CMO, using monthly performance reporting, customer insights, lifecycle marketing and market analysis to refine strategy, improve engagement and strengthen campaign return on investment (ROI).
- Created the corporate brand system and guided brand storytelling across the association's marketing efforts, leading the successful launch of six retail products and six digital product campaigns across retail and business divisions with strong adoption and positive customer feedback. Maintained consistent voice, content and customer experience for audiences while managing and training team members, creative partners and digital vendors to ensure consistent, high-quality execution.
- Developed monthly small-business marketing campaigns that elevated local business customers through storytelling, social media and community events, strengthening community partnerships and modernizing testimonial strategies through customer-centered brand experiences.
- Used analytics, sales performance, and engagement insights to refine campaigns across print, digital, social media, events, and in branch experiences, contributing to sustained year over year social media engagement growth of 5% to 7%.
- Implemented new content planning and workflow processes that improved cross-team coordination, project visibility and marketing efficiency across ongoing initiatives. Trained team members on new systems and standards to ensure adoption and execution consistency.

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EDUCATION

VCU BRANDCENTER

Masters

Mass Communications

THE UNIVERSITY
OF TEXAS AT AUSTIN

*Stan Richards School of Advertising
& Public Relations*

Bachelors

Advertising

CORE CAPABILITIES

Brand Strategy & Stewardship
Integrated Campaign Development
Project Management
Web & UX Design
Content & Social Strategy
Team Leadership & Collaboration
Creative & Art Direction
Graphic Design
Photography & Visual Storytelling
Lifecycle Marketing

TOOLS & PLATFORMS

Mac Operating System
Microsoft Office
Adobe Creative Suite
Apps: Canva, Figma, ChatGPT,
Claude, and more

- Re-envisioned and executed the organization's website transformation, shifting from a desktop-first to mobile-first experience while strengthening brand clarity and supporting growth among younger audiences. Managed the website through content strategy, site structure and ongoing optimization. Developed the organization's first intranet to support internal communications, cultural alignment and employee engagement.
- Served as the marketing department representative to stakeholders across retail, lending, HR and executive leadership, aligning marketing initiatives with business priorities and advancing complex cross-functional projects from planning through execution.
- Represented the association through service on two boards and three committees, partnership development efforts and regular participation in community events, strengthening organizational visibility while generating new banking relationships and mortgage business that contributed to association growth and revenue.

MARKETING DIRECTOR

COMMUNITY 1ST CREDIT UNION

DUPONT, WA • 03/2010 - 12/2014 • 4 YEARS

- Directed integrated marketing strategy and annual planning as the brand development lead, aligning business goals with customer needs to develop and sustain multichannel campaigns that strengthened brand consistency, customer engagement and organizational growth.
- Led a full rebrand that reshaped the organization's visual identity, public website and customer experience, creating a more modern and cohesive brand presence across customer touchpoints.
- Grounded marketing strategy in customer insight, including becoming the organization's first extensively trained Raddon user to introduce CRM-based cross-sell messaging that delivered more relevant communications and strengthened customer engagement across the lifecycle.
- Created award-winning standard operating procedures, onboarding materials and cross-department workflows that improved marketing consistency, supported cross training and accelerated onboarding for new team members during a period of leadership transition. Received a CUES Innovation award for process development and operational impact.

MARKETING & OPERATIONS LEAD

DANIELS-BROWN COMMUNICATIONS

OLYMPIA, WA • 03/2006 - 01/2010 • 4 YEARS

- Served as a strategic advisor to clients, aligning marketing strategy, messaging, and campaign priorities with business objectives to support growth and long term organizational success.
- Led day-to-day agency operations, creating structure across workflows, timelines, and team coordination to keep projects moving efficiently and on track
- Acted as the central point of integration across creative, account, and production teams, ensuring alignment from initial strategy through final delivery.
- Managed client relationships, guiding conversations, setting expectations, and translating feedback into clear direction for internal teams.
- Developed and implemented project workflows and processes, improving visibility, accountability, and overall team efficiency.
- Oversaw multiple projects simultaneously, balancing priorities while maintaining quality, timelines, and client satisfaction.
- Facilitated cross-functional collaboration, bringing together internal teams and external partners to deliver cohesive, strategic work.
- Translated complex client needs into actionable plans, bridging strategy and execution to ensure work remained aligned with goals.

Clients included: TwinStar Credit Union, Association of Washington Business (AWB), Providence St. Peter Hospital, Washington State Department of Retirement Systems (DRS), Washington State Heritage Center, and more.



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EARLIER CAREER

My full resume is on my LinkedIn page and includes work supporting regional and national brands.



linkedin.com/in/hernameismon

AD AGENCY WORK

Arnold Worldwide (Richmond, VA)
 DDB Seattle (Seattle, WA)
 Turner Communications (Atlanta, GA)
 GSD&M (Austin, TX)
 The Martin Agency (Richmond, VA)
 Butler Shine & Stern (Sausalito, CA)
 Egg (Seattle, WA)
 Bozell (Omaha, NE)
 McKee Wallwork (Albuquerque, NM)

NONPROFIT WORK

Capitol Land Trust: Marketing Director Consultant

San Mateo County ADU Resource Center: Digital Content Consultant

Arbutus Folk School: Board

Freedom Seal: Advisor & Global Creative Director

Olympia Downtown Alliance: Event Volunteer & Advocate

West Olympia Rotary: Fundraising Committee (Design)

Homes First: Fundraising Committee Lead (Marketing & Design)

Sustainable South Sound: Vice President & Designer

REFERENCES

Gladly shared, upon request.