




# James Taylor

 Rolla, Missouri

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 www.TayloredRightMedia.com

 /contactjamestaylor


## ABOUT

Exemplary leader with 18+ years in marketing, strategic planning, and content creation specializing in digital media, video production, and skilled as a presenter aka "influencer." Also, a veteran military officer leading & training law enforcement & security teams of 200 to 400+ personnel in a dynamic, fast-paced domestic and international environments.

## SKILLS


Marketing	██████████
Strategic Planning	██████████
Team Leadership	██████████
Video Production	██████████
Adobe Creative Suite	██████████
Content Creation	██████████
Graphic Design	██████████
Branding	██████████
Social Media	██████████
Web Design	██████████

## EDUCATION


 **Webster University**  
**St. Louis, MO**  
2017 - 2018  
B.A. Interactive Digital Media  
(Magna cum laude)

 **University of Missouri**  
**Columbia, MO**  
2004 - 2008  
B.S. Forestry


## EXPERIENCE

 **Creative Services Manager, 2nd Amendment Wholesale, Rolla, MO** Apr 2021 - May 2023


- Bolstered YouTube 850K views, 54K watch time hours, and 10K subscribers resulting in +\$20m revenue in 18 mos.
- Singlehandedly, designed/built studio \$31K under budget & managed creative services department from scratch
- Increased social media impressions to over 200k and users to +100k on Facebook, Instagram, Twitter & LinkedIn
- Experienced Social Media Influencer & Brand Ambassador -> [www.youtube.com/c/2ndamendmentwholesale](http://www.youtube.com/c/2ndamendmentwholesale)

 **Assistant Professor of Aerospace Studies, Missouri University of S&T, Rolla, MO** Jun 2020 - Jun 2021


- Led, recruited, trained, counseled, and evaluated over 70 university students as prospective Air Force officers
- Instructed university curriculum covering aerospace studies, principles of leadership, and effective communication
- Supervised leadership laboratory consisting of hands-on management, military training, and discipline

 **Director of Marketing, KYOU Television, Ottumwa, IA** Jun 2018 - Jun 2020

- Built brand from ground up by strategic planning and communicating goals to staff increasing ratings by 65%
- Increased marketing revenue over 25% by negotiating prices/fees while ensuring the continuation of enhancements & services; content created for clients resulted in producing 90+ commercials/campaigns in 24 mos.
- Boosted social media following by 25% and website traffic 35%; coordinated 18 promotional events/contests
- Managed \$75K budget within budgetary limitations & secured funds to purchase \$45K worth of upgraded equipment for multiple departments creating production quality outmatching rivals in market

 **Owner/Freelancer, Taylored Right Media, Rolla, MO** Jun 2017 - Present

- Effectively enhanced brand awareness and increased revenue through digital media for 12+ companies
- Actively managing or built 6 websites utilizing responsive web design CMS & highly proficient in WordPress
- Excels in capturing company mission/vision/values, building brand, and delivering high quality digital/print media
- Branding, Logo Design, Photography, Print, Video, Web Design -> [www.tayloredrightmedia.com](http://www.tayloredrightmedia.com)

 **UNITED STATES AIR FORCE (Various Locations)** Aug 2004 - Jan 2017

- Possesses a comprehensive background in leadership and management derived from conducting domestic and global operations in Qatar, Saudi Arabia, Afghanistan, Malaysia, Guam, other Pacific and Middle Eastern countries.

## EXPERIENCE cont.



### **Police Operations Manager, Joint Base Elmendorf-Richardson, AK**

- Managed the Pacific Air Forces' busiest law enforcement division to protect over 42,000 residents; supervised 4.2K responses, 2K tickets, 4 suicides, 44 attempts, 36 DUIs, 203 assaults
- Supervised upgrade to \$130K security system which provided state-of-the-art visual surveillance for Police and Fire Departments to enhancing response capabilities 50% quicker across 64K acres
- Procured \$26K to renovate the Security Forces training building; enabled 365 personnel to be trained and 5,500 installation members to be trained in Active Shooter response
- Led Security for President of the United States for 4 events, awarded medal for service protecting President



### **Logistics and Resource Manager, Joint Base Elmendorf Richardson, AK**

- Led, mentored and trained a team of 25 personnel in the support of a defense force made up of 424 personnel and the protection of \$43B in resources
- Supervised operations for a 30K square foot warehouse; managed 29.5 tons of deployment gear worth \$10M with 47 specialized law enforcement vehicles
- Developed and executed a \$347K end-of-year requirements package; enabled fiscal readiness and stewardship that sustained the organization despite a 50% budget cut



### **Air Force Central Command Anti-Terrorism Officer, Al Udeid, Qatar**

- Program Manager for security of 11 locations, 7 nations, 30K+ joint forces; led 5 on-site PRs--synergized AT efforts
- Led Active Shooter Response Program, trained/managed 24 NCOs/cadre on emerging green on blue attacks
- Bolstered AOR defense during regional unrest; expertly advised Combined Forces Air Component Commander
- Shaped COCOM AT guidance; revis'd OPORD 05-02 processes/procedures--inputs improv'd ops across AOR



### **Police Operations Manager, Peterson Air Force Base, CO**

- Managed a team of 260+ military police officers; directed and mentored 3 sections and the second largest kennels and training section in the continental US; provided protection for installations and equipment valued at over \$31B
- Revamped organization's training plan; converted old shopping facility into state-of-the-art active shooter training facility at zero cost; trained 600+ security forces members
- Led response to aircraft crash; coordinated efforts of 4 civilian agencies; ensured the safety of personnel and \$1.2M in intelligence equipment



### **Sports Videographer/Editor, University of Missouri, Columbia, MO**

Jul 2004 - Nov 2008

- Filmed & edited footage for NCAA sports specifically football, volleyball, soccer, men & women's basketball, gymnastics, & softball; Integral in helping media coverage for 4 bowl games & 2 conference titles

## SELECT AWARDS

- 🏆 **Air Force Commendation Medal**
- 🏆 **Air Force Achievement Medal (2)**
- 🏆 **Outstanding Unit Award (5)**
- 🏆 **Company Grade Officer of the Year (3)**

## FURTHER EDUCATION

- Leadership and Strategic Analysis Course** 2009, 2013
- Leadership and Management Development Course** 2013
- Advanced Skills (Security Forces) - Distinguished Graduate** 2012
- ROTC Basic/Field Training - Distinguished Graduate** 2005

## CERTIFICATIONS & TRAINING

CPR/First Aid  
TASER certified  
Anti-Terrorism  
Escalation of Force

Military Law  
Crisis Intervention  
Physical Security  
Force Protection  
Urban Operations  
Convoy Operations  
Base Defense Operations  
Counter-insurgency (COIN)

Oleoresin Capsicum (OC) Spray certified  
AERO Command and Control (C2)  
Crime Scene Identification and Interviewing  
Individual and Unit Tactical Training  
Terrorist Threat Assessment and Analysis  
Vulnerability Assessments  
Patrol Operations (Mounted/Dismounted)  
Firearms training-NRA Certified