

Anna Taylor

A reimagined customer experience to help brands convert and profitably grow.



Execute.
Experiment.
Scale. Transform.



artofdigitalcommerce.com

annaktaylor.com



Accelerated Growth Achieved From Well Architected Digital Solutions

Tailored Strategy. Rapid Performance. Measurable Results.



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Digital is my **DNA**.
CX is my **Craft**.

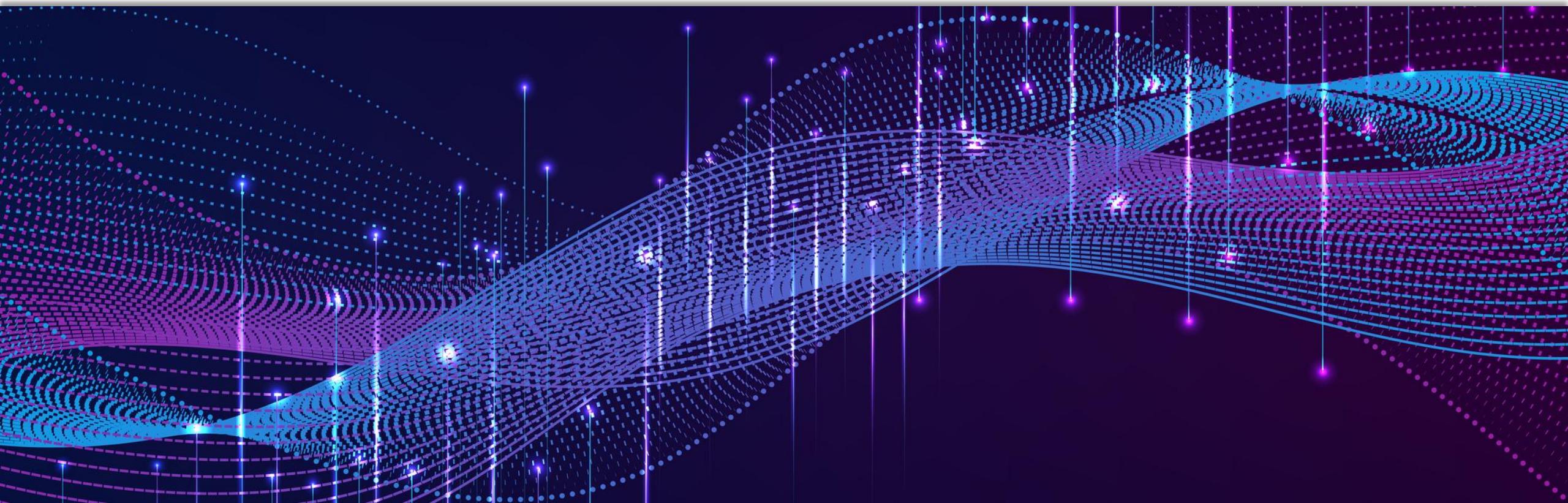
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AI Initiatives | RevOps | MarTech | Digital Commerce | Marketing & Branding Innovation



Mission – Exceptionalism & Value

I am on an accelerated and visionary journey, where my **digital expertise** and industry **ingenuity** is fused with innovative, AI-driven strategies. My focus is to be bold, break the mold, and dramatically improve conversions, optimization, engagement, and monetization – IN THE MOST EFFICIENT, **COST-EFFECTIVE** WAY POSSIBLE.



Laser Focused on Metrics and Performance

Let's harness data to identify what the audience really wants... not what we think they want.



Across the digital continuum, I pioneer a profit-bearing path for a brand by amplifying their **relevancy, UVP, and industry excellence.**

Products and services must be perceived as highly sought-after, unique, groundbreaking, and a **sure-fire value.**

Today's audience wants to engage with brands that (1) offer value, (2) perform flawlessly, (3) capture their imagination, (4) inspire their interest, and (5) will have a **positive and powerful impact on their life.**



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The Problem



Mid-Market Brands aim to expedite their digital growth but face challenges in increasing traffic, conversions, and performance.

Agencies make big claims and promises (and charge a lot for their services) but seldom deliver real value and results.

Contending with a slow pace of **acceleration** and a lackluster growth continuum?

Brands often struggle with how best - and most cost effectively - to achieve these **five crucial goals** in fast and nimble fashion.

- 01 Strengthen Market Position
- 02 Increase Profitability
- 03 Automate Processes
- 04 Raise Revenue & Performance
- 05 Demonstrate Impact, Quality, and Value



Winning often happens when you differentiate your thinking, embrace a new approach, and recognize the benefits of taking an untapped performance path.

AI readiness isn't optional. AI adoption is a priority. AI returns are essential.



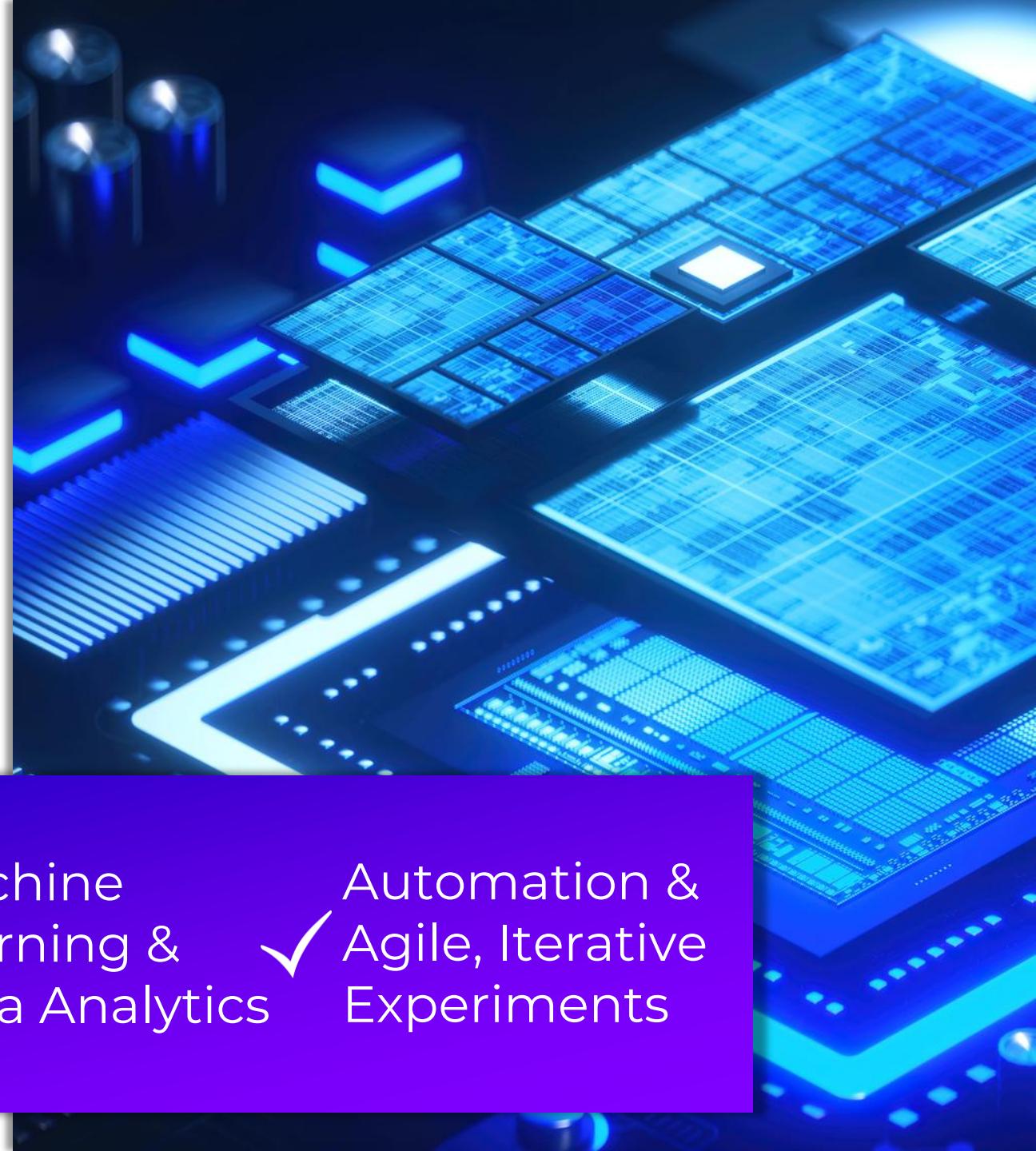
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The Solution

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Look Outside of the Structural Norms

Achieving measurable value and scaling growth requires a dedication to the art and science of online sales. Doing the job means intersecting digital revenue strategies and branding creativity with tactical, data-informed engagement.



✓ Digital
Transformation
Roadmap

✓ Machine
Learning &
Data Analytics

✓ Automation &
Agile, Iterative
Experiments

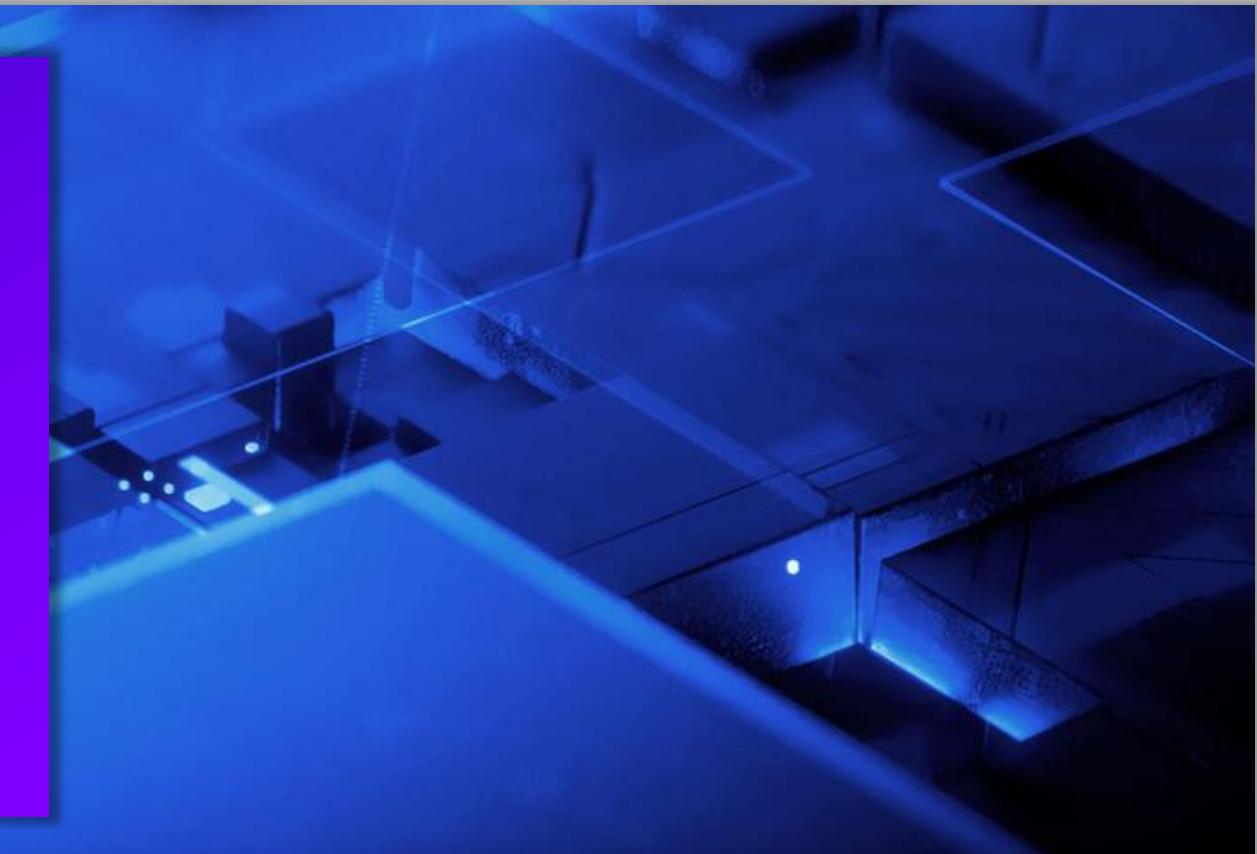


There are powerful and highly effective **AI & technology tools** that will allow a brand to better distinguish their top competitive differentiators and to zero in on conversion formulas that work.

Project Management is Pivotal

All great ideas fall flat without highly capable management of processes, procedures, platforms, promotions, and people – moving through ideation ➔ planning ➔ execution ➔ testing ➔ reinforced improvements ➔ fully vetted deliverables.

Initiatives must be tailor-made and account for a myriad of agile factors from integrated capabilities, unified methodology, interoperability, seamless execution of critical tasks, and accurate, measurable ROI.



Consumers live everywhere. The right opportunities do not.

My expertise is in navigating and scaling across diverse markets to engage and convert the brand's target audience in their favored environment and their preferred experience.

It's time to drive uncommon outcomes.





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The Catalyst

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Keys to Success

From a digital perspective, I perform a deep dive to assess the business model and identify market penetration opportunities, audience attention deficiencies, and inadequate ROI.

I demystify conversions, develop resource efficiencies, identify signals and sentiments in the data, fuel creativity, and **design a potent customer experience**.

- ✓ Digital Transformation
- ✓ Marketing Mix
- ✓ AI-Driven Commerce
- ✓ Automation
- ✓ Business Intelligence
- ✓ MarTech Stack

Rigor from Day One

As a digital catalyst with finely-tuned, cutting-edge expertise, rigor is center stage. I have performed within multiple industry verticals. With over a decade of domain experience, and expansive skills in ecommerce, online sales, CX, messaging, and all arenas of digital marketing, I'm your **formidable future**.

Let's figure out the right synthesis, sustainable growth strategies, and success-drivers to build and transform profitability.

With a spotlight on ROI, my standard is to excel, exceed expectations, and over deliver.



My Digital DNA

I consider myself to be the connective tissue of an executable, growth-oriented plan.

My character strengths are:

- Creative Powerhouse
- Always Chasing Excellence
- Resolute and Determined
- Biased Toward Action
- Defiant of the Norms
- Independent Thinker
- Committed to Looking Through a Well-Informed Lens
- Unwavering Dedication
- True Believer in High Standards & Integrity





While BI (business intelligence) is often center stage, **financial intelligence** is equally critical to level up profitability.

I have managed large scale digital budgets (>\$2M) and major initiatives requiring accountability for resource costs, multiple vendor contracts, and licensing fees.

I'm diligent about the **dollars**.

Delivering solutions is not enough. My mandate is to **design the right** solutions designed to your business goals and needs... and aligned with your company's values.



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The Catapult

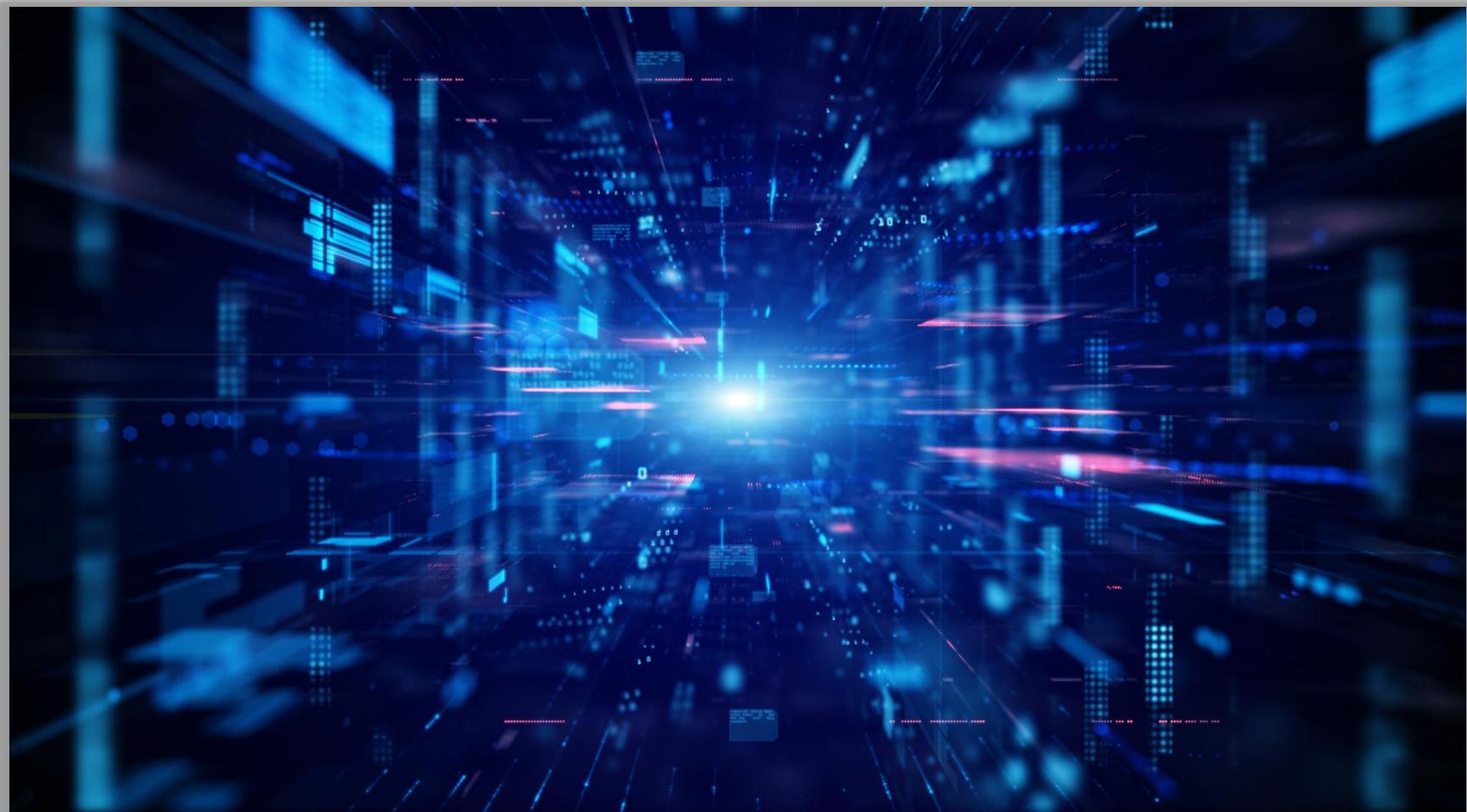
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Specialized Outsourced Services

I will **partner with your team** to achieve the business objectives. If needed, I can bring in experts from a **talent pool** that I've worked with for years - augmenting resources where the in-house team will benefit from fractional support.

Our yields are:

- Growth-Oriented
- Transformative
- Innovative
- Low Cost
- Scalable
- Rigorously Tested
- Profit-Bearing



Digital, Marketing, and CX Leadership

Strategic Planning, Roadmap Development, Production,
Performance, Testing, Execution, and Reporting

Content &
Messaging

Generative AI,
ML & LLMs

Ecommerce &
UX / UI

SEO, Lead Gen &
Paid Media

Marketing
Mix Modeling

Advertising &
Attribution

Conversion Rate
Optimization

Social Ads &
Commerce

Workflows &
Automation

Web Design &
Development

Video, Email &
SMS Marketing

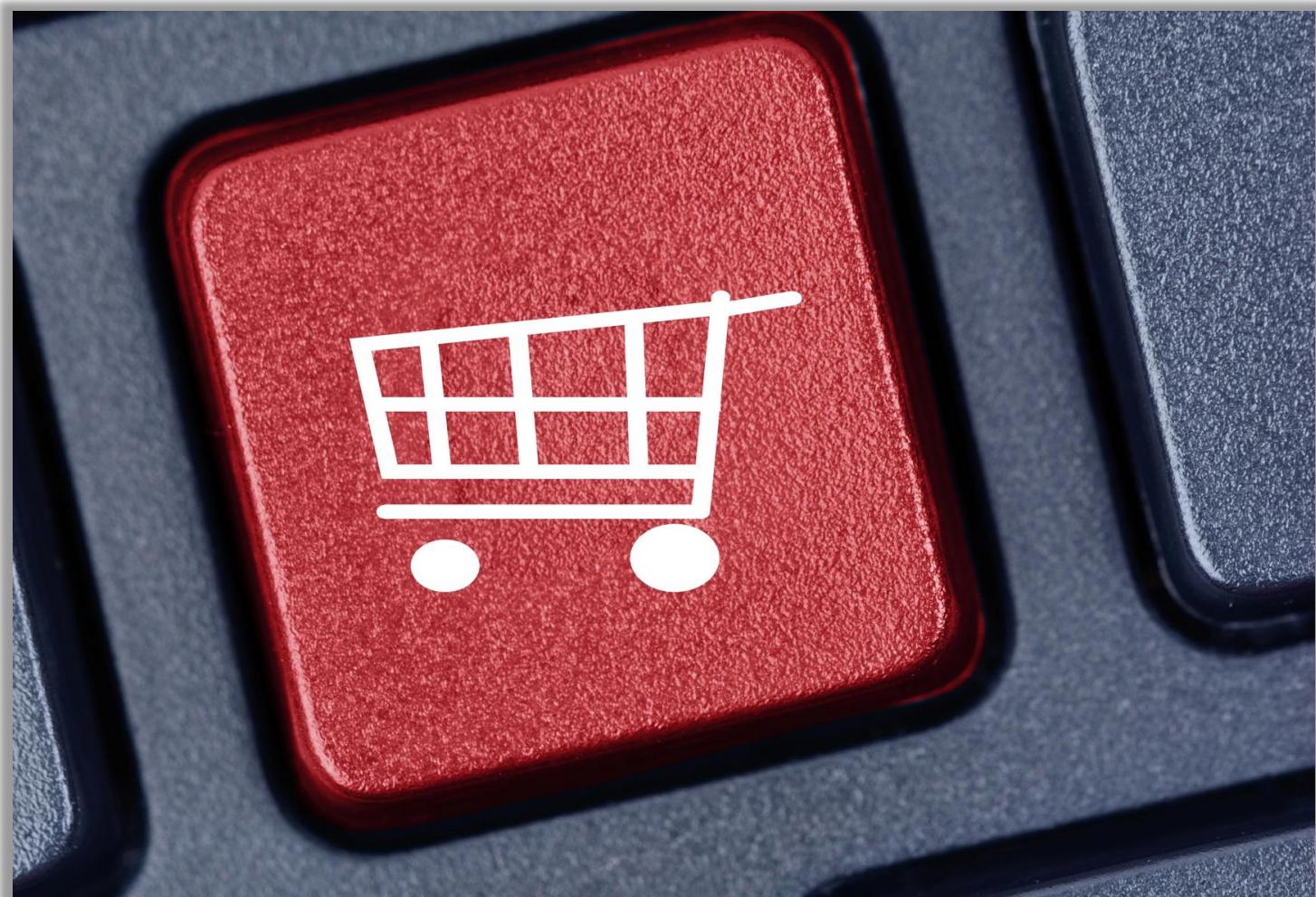
BI, Data &
Analytics

Sectors and Industries

Companies are verticalized and distinctive - each with its own audience behaviors, needs, and expectations... and with unique challenges and opportunities.

My experience is broad:

- B2C and CPG
- D2C
- B2B & SaaS
- Omnichannel & Retail
- Managed Services
- Sporting Goods
- Foodservice & Hospitality
- Fashion, Beauty & Apparel
- Industrial Products
- Household Wares



Proudly Served Esteemed Brands Including These Businesses



PCNation

Studio Veneto



iWaandr



Premier Collections
The Art of Presentation



NEXTDAYSOD.COM



Culinary Essentials



Some kind words from valued colleagues

I would say that one of the distinctions with Anna is her online operational lens and her ability to manage the complexities in technology that often are barriers to achieving sales and engagement goals. I've witnessed her diligence in project management in order to reach the end zone with precise execution. – *Lara James*

A venerable characteristic of Anna is her immersive motivation and thirst for knowledge. She pursues business intelligence and insights to better her positioning for success. She did not shy away from project complexities or challenges, instead seeking out solutions that would provide a greater command of the matter at hand. – *Joe Thibert*

What I have most valued about Anna, beyond skills, innovation and reliability, has been her demonstrated ability to seize moments of growth and learning with an earnest desire to become better in her craft and leadership. I've appreciated her humility and inner-will when tested, watching her evolve at every stage with grace and determination. – *Alan Keck*

Despite notable challenges and directional shifts, her dedication to the business objectives never wavered and her determination to deliver the highest quality work was consistently evident. - *Joan Evans*

While she embraces factors of efficiency and expedience, Anna never sacrifices her quality standards and creative capabilities. She holds a distinct balance that I rarely experience in other colleagues. – *Jay Kruger*

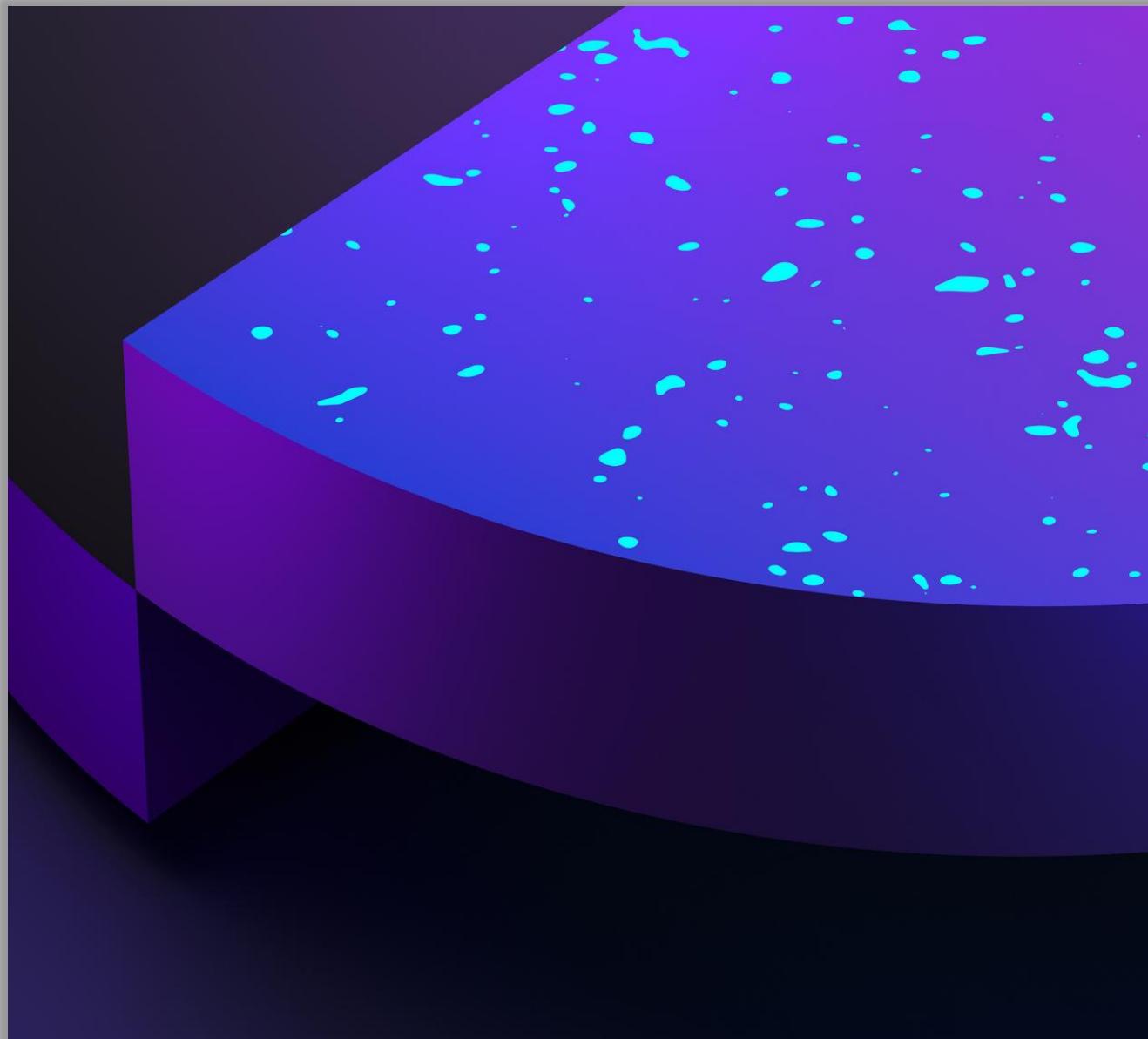
What makes Anna a valuable asset is her unique blend of results-driven tenacity along with a captivating creative talent that powerfully sells a brand. – *Jim Keeley*

She brings a consistent attitude of 'can do' and expresses a dedication and enthusiasm for her work, which makes it a sheer pleasure to be one of her trusted partners. – *Mindy Harwood*

Anna knows how to translate an organization's vision and strategies into highly impactful operational tactics. – *Shael Wilder*

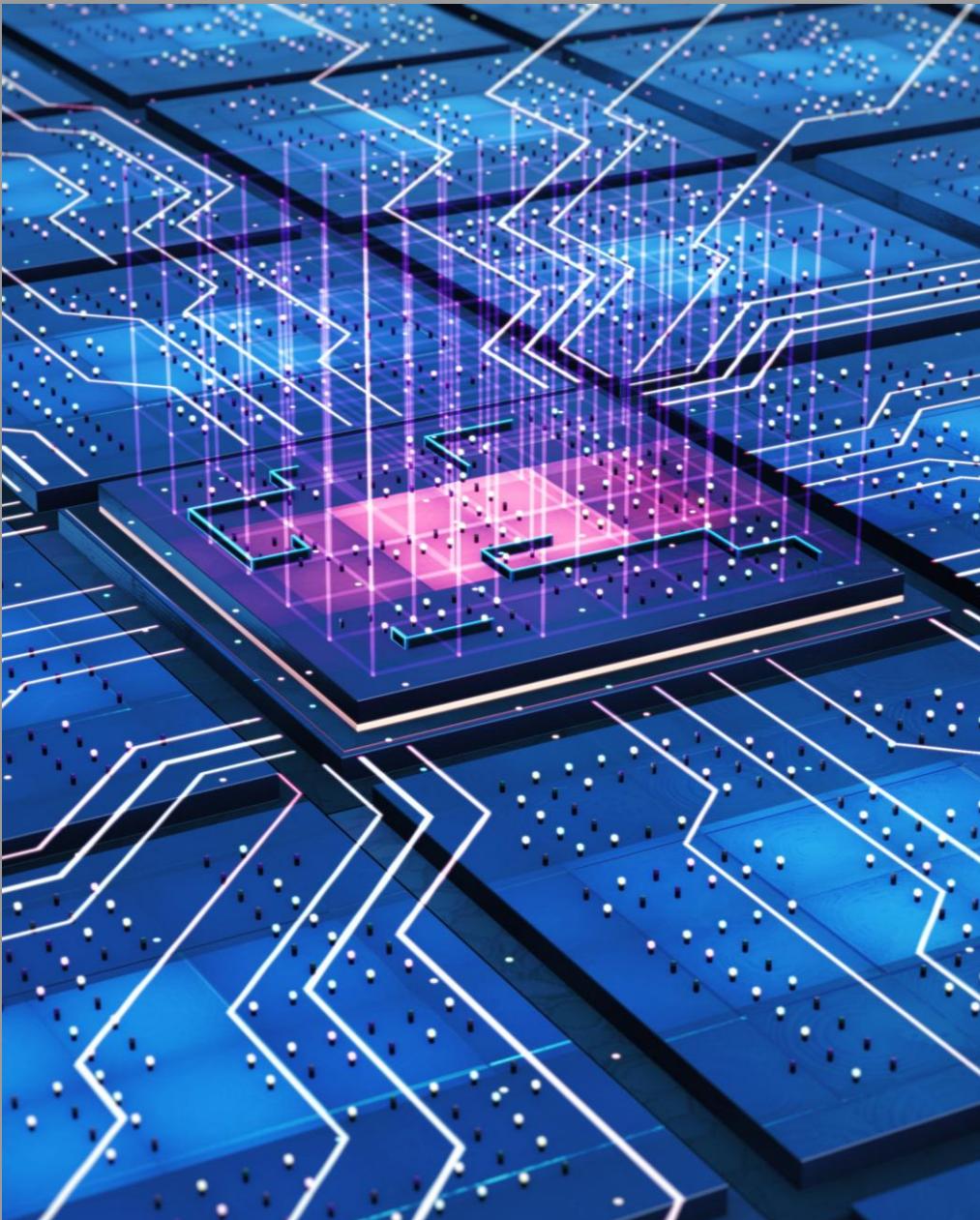
Simply Put. No Fluff.

- Solutions must be custom-built.
- Strategies must be tailor-made.
- Pain points must be conquered.
- Campaigns must be designed for performance.
- Optimal results must be uncompromising.



I'm the Right Fit Only If...

- You Want Bold and Impactful Action
- You are Ready for a Deep Dive into the Brand's Market Penetration and Sales Footprint
- The Company Needs a Spotlight on ROI
- The Team is Prepared to Embrace AI and Transformation
- Your Competitive Positioning Needs an Immediate Throttle
- The Time is NOW to Ignite. Fuel. Propel.





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Ready to codify your digital potency and rewrite a game- changing playbook?

I am singularly obsessed with **performance** - in the trenches to lead, guide, and execute with audacity, endurance, a wide-open lens, and a growth mindset.

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It's Within Reach.
Let's Grasp It.

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THANK YOU!



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