

Taija Sparkman | Content Curator and Idea Conjurer

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Professional Summary

Content curator specializing in custom media with a passion for creativity and originality. Nearly 20 years of experience in conjuring creative ideas and developing engaging content across multiple platforms. Skilled in brand management, communications strategy, social media engagement, and community outreach initiatives. Dedicated to promoting mental health awareness and diversity in all aspects of my work.

Skills

- Web Content Migration and Development
- Content Management Systems (WordPress, Google Workspace)
- Social Media Strategy and Management
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Internal and External Communications Strategy
- Event Planning and Coordination
- Digital Marketing
- Various Writing Styles (AP, Brand-specific)

Achievements

Content Creation and Management

- Developed and maintained content calendars to streamline editorial content delivery and consistent brand messaging.
- Managed communication vehicles and streamlined processes across multiple locations.
- Supported marketing initiatives through editorial content creation for internal and external clients.
- Led content creation efforts by interviewing subject matter experts and software providers to produce relevant articles for monthly publications.

Website and Social Media Management

- Oversaw the production of digital content, including scripts for live and video announcements, social media posts, and marketing materials.
- Developed digital content strategies and managed social media accounts to boost engagement.
- Collaborated with media teams to produce high-quality content for weekend services and website.

Brand Development and Management

- Collaborated with various authors and stakeholders as part of ongoing social media campaigns to increase pre-order sales for new book releases.
- Developed and executed a comprehensive communications strategy for a multi-site church, enhancing community outreach and engagement.
- Represented the publication at industry trade shows, enhancing brand visibility.

Idea Conjunction

- Developed original content for a variety of industries including construction, accounting, private and homeschool education, religious, and not-for-profit.
- Researched lessons, activities, field trips, and resources to develop engaging and personalized homeschool educational experiences for diverse age groups.
- Designed personalized yearbooks and annual welcome packets to foster community and school spirit.
- Developed and designed customized themes for a variety of events, enhancing attendee engagement and overall experience through creative and cohesive planning.

Project Management

- Coordinated communication initiatives across multiple facilities, enhancing employee engagement through effective internal communications.
- Led goal-setting sessions and coordinated remote learning initiatives during the pandemic.
- Managed church production volunteers and operations during weekend and special services.
- Created standard operating procedures for each volunteer role within the audio/visual ministry.

Community Outreach and Engagement

- Organized and facilitated virtual conferences and events to enhance the homeschool experience.
- Advocated for member needs while fostering online engagement within homeschool community.
- Executed employee recognition programs and events, including an inaugural facility book fair to strengthen community morale.

Professional Experience

Independent Content Curator | 2015 - Present

Homeschool Learning Experience Designer | Spark Learning Academy | 2020 - Present

Community Engagement Coordinator | The Melanin Village | Feb 2021 - Dec 2021

Communications Director | The Bridge Community Church | 2019 - 2020

Weekend Producer | The Bridge Community Church | 2017 - 2020

Marketing Communications Associate | NCH Marketing Services | 2013 - 2016

Assistant Editor | CPA Practice Advisor | 2012 - 2017

Communications Rep | Caterpillar | 2006 – 2010

Volunteer Creative Team Member | The Bridge Community Church | 2016 - 2018

Social Media Specialist | Des Plaines Friends of the Parks | 2015 - 2018

Independent Brand Ambassador | 2015-2017

Education and Additional Training

Grad Certificate: Internet Marketing | Benedictine University | 2015

B.S.: Comm-Journalism / Minor: Business Administration | Bradley University | 2008

Youth Mental Health First Aid Certification | National Council for Mental Wellbeing | 2024