

CHRISTIAN TAYLOR LLC

Operated under Christian Taylor Marketing (CTM)

Digital Strategy | Web Development | Marketing Leadership

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marketingbychristian.com

Christian Taylor Marketing (CTM) is a minority- and woman-owned strategic marketing and digital solutions firm based in East Point, Georgia. We help organizations turn complex marketing needs into clear strategies, high-performing digital experiences, and measurable campaigns — from accessible WordPress development and brand strategy to paid media, CRM automation, and fractional marketing leadership. CTM serves as an extension of our clients' teams, spanning higher education, nonprofit, public-sector, and growth-focused organizations across the Southeast.

LISTEN → PLAN → STRATEGIZE → EXECUTE

CTM leads engagements from strategy through execution —

one accountable partner in place of separate strategy consultants, web vendors, and campaign teams.

CORE COMPETENCIES

STRATEGIC MARKETING & LEADERSHIP

- Fractional CMO / Marketing Leadership
- Marketing Strategy & Campaign Planning
- Brand Positioning & Messaging
- Marketing Operations

WEB & DIGITAL EXPERIENCE

- Accessible WordPress Design & Development
- WCAG 2.2 AA Implementation
- Institutional & Multi-Stakeholder Websites
- Website Migration & Content Architecture

GROWTH & MARKETING TECHNOLOGY

- SEO & AI Search Readiness
- Google & Meta Advertising
- CRM & Marketing Automation (GoHighLevel)
- GA4, GTM & Campaign Measurement

DIFFERENTIATORS

- Senior-level expertise on every engagement — led directly by Christian Taylor, providing strategic continuity from discovery through execution
- 100% Minority- and Woman-Owned small business, headquartered and operating in East Point, Georgia
- Accessibility (WCAG 2.2 AA) built into every build, not offered as an add-on
- Higher-education and public-sector delivery experience, including pre-qualified vendor pool status
- E-Verify participant (Company ID 3026673)

AT A GLANCE

20+

Years WordPress
Experience

12+

Years Managing Client
Websites

3

WordPress Builds — Ohio
University

100%

Minority- &
Woman-Owned

SELECTED EXPERIENCE

- **Ohio University — Voinovich School** *Web Development* — Designed and developed three WordPress websites supporting the P4CBP, RCORP, and SPF-PFS initiatives
- **University of Georgia** *Pre-Qualified Web Design Vendor* — Selected for UGA's pre-qualified vendor pool, eRFQ 51800-001779-2026
- **The Integral Group** *Web Strategy + Digital Marketing* — Ongoing website strategy, development, and digital marketing support since 2023
- **Youth Enrichment Services** *Fractional CMO + Web Management* — Marketing leadership and website management since 2021
- **Mothership Sirius B** *Fractional CMO + Web Management* — Marketing leadership and website management since 2026

COMPANY DATA

EIN:	85-1670556
NAICS:	541511, 541512, 541613, 541430
UEI:	SWCLJA45PGL4
E-Verify ID:	3026673
Ownership:	Minority- & Woman-Owned Small Business GA Resident Business

