



**Jayme Taylor**  
**Marketing Director**

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## Professional Experience

Jayme Taylor serves as Marketing Director at Martin Commercial Properties, where she leads the development and execution of integrated, data-driven marketing strategies that support the company's 5 core lines of service: brokerage, property management, construction services, corporate services and investment services. With over 27 years of experience in sales and marketing strategy, Jayme specializes in omni-channel campaigns, digital engagement, and building strategic partnerships that drive business growth.

Jayme is deeply committed to building relationships that create mutual value. She has a proven ability to collaborate across departments, align marketing initiatives with organizational goals, and cultivate partnerships that strengthen both brand presence and community impact. Her approach combines strategic vision with a people-first mindset, ensuring that every campaign and collaboration is grounded in trust, transparency, and shared success.

Before joining Martin, Jayme was part of the executive leadership team that scaled a start-up to \$18M in revenue in just two years by creating and launching four distinct brands from the ground up. Her career also includes nearly two decades in media sales, where she developed expertise in client relationships, data-driven campaigns, and revenue generation.

At Martin, Jayme is known for aligning marketing strategies with business objectives, leveraging analytics and creative storytelling to elevate brand presence and deliver measurable results.

In addition to her professional role, Jayme is an active community leader. She previously served as an elected Trustee on the Okemos Public Schools Board of Education and sits on numerous service organization boards. Her volunteer work reflects a deep commitment to supporting public education and creating opportunities for at-risk youth and families. Jayme believes that strong communities are built through service and is dedicated to making a positive impact through her leadership and advocacy.

## Community Involvement

- Okemos Public Schools Board of Education Trustee: 2020-2024
- MARK Advocacy Group: Board of Directors Co-Chair
- UWSCMI: Capital Area Community Leadership Council
- Women United: Committee Member
- Capital Area United Way: PR & Branding Committee Chair
- Capital Area United Way: Board of Directors
- Ele's Place Healing Hearts Breakfast: Table Captain
- Child & Family Charities Annual Breakfast: Table Captain

## Education

- Michigan State University
- Spring Arbor University