

Whitley L. Taylor

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OBJECTIVE

Recent graduate seeking a position in communications, account management, public relations, social media, or marketing in an agency or dynamic corporation that allows me to make an immediate impact with my proven skills in writing, editing, media, leadership, and facilitation.

EXPERIENCE

Account Executive, College of Charleston Fellow, Charleston Wine + Food, Charleston, SC **Aug 2019-Apr 2020**

Account Executive of 18 fellows serving as agency of record for 2020 festival. Develop strategic communication campaign, drive brand engagement through social sharing and user-generated content, and support marketing.

Public Relations Intern, ReviveHealth, Nashville, TN **May-Aug 2019**

Intern in media relations. Wrote media pitches, press releases, media monitoring, participated in client projects, new business proposals, created client social media content, conducted media audits and research for clients including Teladoc, HCA, and Nuance Communications. Tools used: Cision, Slack.

Communication Intern, The McNair Group, Charleston, SC **Oct 2018-April 2019**

Intern at a boutique management consulting group serving clients including MUSC, Houston Space Center, SC Lottery. Developed a new website and social media platforms, assisted with proposals, presentations, research for current and prospective clients. Tools used: SurveyMonkey, PollEverywhere.

President, Odyssey, College of Charleston **Oct 2016-Jan 2019**

Responsible for 50+ writers' production, deadlines, content, hiring & mentoring team. Contributed weekly columns, social content. Earned first-in-the-nation team engagement, articles achieving Top 10 most-read status.

Social Media & Marketing Intern, Global Bankers Insurance Group, Durham, NC **June-Aug 2018**

Internship creating and calendaring social media content. Conducted research, social media analytics, press releases, planned a company-wide engagement contest, mentored executives to improve social media adoption. Content received > 23k engagements within 8 weeks of launch. Tools used: Hootsuite, iContact.

Intern, Radford University Departments of Alumni & University Relations, Radford, VA **Jan 2016**

Sr Year Harpeth Hall Winterim intern responsible for student web articles, assisting inaugural materials for new President, supporting '16 PR Campaign.

Web Content Intern, Sandi Grivat Consulting, Williamsburg, VA **Jan 2015**

Jr Year Harpeth Hall Winterim intern in corporate communications, supporting an executive coach for Fortune 500 Companies, including TIAA and The Hartford. Designed and launched the consultant's website.

EDUCATION

College of Charleston, SC - Major: Communication, *Martin Scholar*, Senior Service Award Recipient **May 2020**

Selected for real-work immersion program with accelerated senior-level mentorship and development. Minor: Leadership, Change, and Social Responsibility; earned Lambda Pi Eta and Rho Lambda Honors Societies. GPA: 3.4

COMMUNITY LEADERSHIP

Phi Mu Sorority, Vice President **Nov 2017-Dec 2019**

Responsible for chapter advancement, weekly learning modules, and management of 18 chapter officers.