

Katie Taylor

443.974.7605

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Leadership

Fundraising Officer and Treasurer
MEDLIFE at USC
May 2016 - Present

Public Relations Society of
America Member
August 2017 – Present

Membership Education Vice President
Alpha Delta Pi Sorority
November 2016 – November 2017

Education

University of South Carolina
B.A.J.M.C. Public Relations
Minor - International Relations
Graduation: May 2018
Presidents List: 3.98 GPA

Howard Community College
General Studies, Business Emphasis
Class of 2015, Phi Theta Kappa
4.0 Honors Graduate

Skills

Creative Development
Team Leadership
Attention to Detail
Project Management
Event Planning
Time Management
Adaptability
Self- Confidence



www.linkedin.com/in/katietaylor96

EXPERIENCE

Scholars Program Intern, Corporate Communications

Colonial Life, September 2017 – Present

- Research, write, produce and edit content for an employee intranet and weekly employee newsletter
- Define and further execute and manage strategy for the social media brand ambassador program on GaggleAmp
- Write and coordinate news releases and byline articles with local media and trade publications
- Write and upload content using Word Press to two external brand journalism sites
- Report on company corporate social responsibility efforts for internal and external platforms
- Coordinate intranet editorial calendar content and publishing

Assistant Media Relations Officer, New York Foreign Press Center

The State Department, Bureau of Public Affairs, June 2017 – August 2017

- Coordinate U.S. policy centered events and briefings for foreign correspondents reporting on U.S. issues for international based news sources
- Research and organize event listings for the weekly PressPass email
- Manage the creation and design of a NYFPC Report

Marketing Assistant Intern

Monroe Financial Group, August 2016 – June 2017

- Design and create original content for the 8-page quarterly newsletter
- Plan and coordinate semi-annual client appreciation events
- Create and distribute all client communications for the firm
- Update and maintain all company website and social media content

Thank You Program Coordinator

KeraLink International, August 2016 – May 2017

- Receive, process and distribute all cornea recipient correspondence
- Facilitate and maintain relationships with the seven domestic offices, affiliate eye banks and recovery partners

Marketing Assistant

KeraLink International, June 2016 - August 2016

- Draft press releases and maintain all company website and social media
- Research marketing strategies to aid in the company rebranding process
- Design marketing collateral to showcase various brand technologies
- Manage all external marketing communications