

SUMMARY

Strategic-minded marketing graduate pursuing a creative focus with continued opportunity to learn. Workplace experience in events, UX design, and advertising with demonstrated success in collaboration, time management, flexibility, and design foundations. Knowledge and practice using Adobe Creative Suite, Axure, Asana, Canva, Jira, Mailchimp, Salesforce, SquadUp, and Visual Studio Code among other software.

Portfolio Website: <http://taylorf21.bu-web.com/project2/index.html>

EDUCATION

Belmont University

Bachelor of Business Administration, Marketing – 3.82 GPA

Earned a Bachelor of Business Administration with emphasis in Marketing and a minor in Design Communications, additionally received Academic Honors.

August 2019 – May 2023

Nashville, TN

PROFESSIONAL EXPERIENCE

Nashville Business Journal

Sales, Events, and Office Coordinator

August 2023 – Present

Nashville, TN

- Collaborate with the Event Director to oversee all event logistics, including registration, event websites, nominations, venue tours, promotion timelines, attendance, day of management, and future growth strategies.
- Initiate and manage creative assets from design inception to on-site execution for events, print promotions, and website content providing deadlines, inspiration, and direction to the national design team.
- Establish and maintain effective communication between various departments on multiple projects such as the weekly paper and our annual Book of Lists, fostering a cohesive working environment and prioritizing efficiencies.
- Support the sales team by fulfilling event sponsorship deliverables, order entry for advertising, effective client communications, brainstorming sponsorship opportunities, and creating documents to ensure team workflow.

KMAC Contemporary Art Museum

Marketing and Communications Intern

June 2022 – August 2023

Louisville, KY

- Worked directly under the Director of Marketing with social media, website maintenance, creative needs, and all administrative tasks that arose, resulting in record-high attendance at events.
- Regularly communicated with other departments on special projects such as KMAC Couture, workshops, and other local events.
- Brainstormed and generated content for web design, social media, and other promotional outlets.

Belmont University Office of Athletics

Graphic Design Intern

August 2021 – May 2022

Nashville, TN

- Assisted Director of Athletic Marketing & Promotions in research, developing, and creating content to be used for Belmont University athletic teams.
 - Created content to be used for both live sporting events and social media.
 - Worked with Adobe Suite regularly, specifically using Photoshop, Illustrator, and InDesign.
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ORGANIZATIONS & ACHIEVEMENTS

NBJ Fun Committee

Lead the Fun Committee by budgeting and planning monthly activities for the whole team.

February 2024- Present

Dean's List

Made the Dean's list throughout undergraduate program.

December 2019 – May 2023

Costa Rica Spring 2023 Program

Selected for the first trip with the Massey College of Business studying the Economic and Business Environment in Costa Rica.

March 2023

Study Abroad

Studied Business and History in London through Arcadia University as well as City, University of London.

January 2022 – April 2022

Presidential Debate 2020 Volunteer

Selected volunteer for the Presidential Debate. Worked for the marketing team and parking committee.

October 2020