

Lauren Taylor

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EDUCATION

WESTERN KENTUCKY
UNIVERSITY –
Bowling Green, Ky.

Bachelor of Arts, Public Relations,
May 2014

- Minor, Sales Marketing.

Key Public Relations classes:

Electronic Technologies in
Journalism, Research in
Advertising & PR, PR writing &
Production, International Public
Relations, PR Strategy & Planning,
PR management,
Writing/TV/Radio, Press Law &
Ethics, News Editing

Marketing Classes:

Personal Selling, Basic Marketing
Concepts, Sales Force
Management

SPECIAL SKILLS

Microsoft Office
Power Point
A.P. Style
Social Media
Blogging

EXPERIENCE

**Front Desk Manager, A-KAM
On-Site, Inc. (Property
Management/Hospitality) –**
Miami, FL

May 2017– May 2018

- Check-in and announce all guests and visitors upon arrival into “Building Link” system.
- Facilitate phone calls and emails.
- Craft a log for all daily activities.
- Created content for La Perla Condominium Facebook posts & Monthly Newsletter.

Intern/Content Writer, A Dream Group (Model & Talent Agency) –
Miami, FL

May 2016 – June 2017

- Created Social Media content for Instagram, Facebook and YouTube.
- Crafted blog posts for A Dream Group Website.
- Updated weekly newsletter and sent out to major contacts via E-Mail.
- Developed sponsorship deck and press release for Think Ink Tattoo Company.
- Posted calendar listing for Think Ink Tattoo Company’s Grand Opening event onto several online media outlets.
- Pitched emails to big brands for viral collaborations with client and cast member of MTV’s Wild’n’Out, Tonio Skits.

**Front Desk Manager, First Service Residential FL (Property
Management/Hospitality) –**

Miami, FL

February 2015– September 2016

- Area Specialist- Traveled to luxury condominiums across Miami-Dade and managed all front desk duties.
- Checked-in and announced all guests and visitors upon arrival into “FSR Connect” system.
- Facilitated phone calls and emails.
- Prepared copies for front desk documents.
- Logged in incoming packages into “FSR Connect System.”
- Created a daily log for all daily activities.
- Monitored all condominium security systems.
- Performed safety and front desk emergency procedures for fires and flooding.

Intern, The Dana Agency (Public Relations) –
Miami, FL

November 2015– January 2016

- Designed client media clip’s with Adobe Photoshop.
- Posted calendar listings for upcoming client events onto various online media outlets.
- Drafted a short pitch for client’s upcoming sale.
- Researched publications to identify relevant editors and reporters for media contacts with Cision Point.
- Created quarterly status reports containing client media clips within a three month span.
- Wrote Facebook content for client’s January and February social calendar posts.

SERVICE LEARNING EXPERIENCE

Senior Capstone Public Relations Campaign Project

Bowling Green, KY

August 2013 – March 2014

- Planned and executed public relations campaign with The International Center of Kentucky to raise awareness and volunteers.
- Crafted blog posts with content that followed refugee camps, facts and statistics.
- Created social media content that followed community day and volunteer opportunities.

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