

# 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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