



MANDY TAYLOR

PROFILE

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Portfolio

www.mandymtaylor.com

SKILLS

- Social Media Content Development and Management
- Adobe Creative Suite
- MailChimp Email Marketing
- Photography
- Graphic Design
- Writing
- Microsoft Office
- Project Management (Airtable and Asana)
- Website Content Development and Management

EXPERIENCE

Communications & Student Development Grad. Assistant May 2018 - Present

Oklahoma State University College of Agricultural and Natural Resources – Stillwater, Oklahoma

- Develop and execute communication efforts in a variety of mediums including development of invitations, postcards, brochures and informational and promotional materials for the college.
- Develop and implement marketing campaigns for events within CASNR.
- Assist with the maintenance of the CASNR website and three social media accounts as well as provide video and photography support for college events when needed.

Social Media Coordinator

August 2019 - Present

Life.Church Stillwater - Stillwater, Oklahoma

- Lead a team of seven volunteers and provide resources for their weekly success.
- Strategize and schedule content for Life.Church Stillwater's Facebook (9,856 likes) and Instagram (5,283 followers) Pages.
- Communicate with Campus Pastor and team leads for weekly social media needs.
- Interpret social media analytics to gain insight on wins for the team.
- Share the stories of the people who attend Life.Church Stillwater through storytelling campaigns and event promotion.

Outreach and Education Intern

Nov 2015 - Sept 2016

Ohio Corn & Wheat – Delaware, Ohio

- Responsible for planning and executing outreach and education activities including the Food For Thought FFA Contest, Ohio State Fair Booth, and the Farm Science Review Booth.
- Engaged in the development of newsletters distributed to over 300 high school agriscience education teachers, social media, and other outreach platforms, centered around the student membership program.

Marketing Intern

June 2016 - Aug 2017

Holmes County Fair/Harvest Ridge Event Center – Millersburg, Ohio

- Manage Holmes County Fair/Harvest Ridge website, social media, and monthly newsletter.
- Project lead and content developer for new Harvest Ridge website.
- Utilized social media planning which resulted in a 1,500 Facebook follower increase.

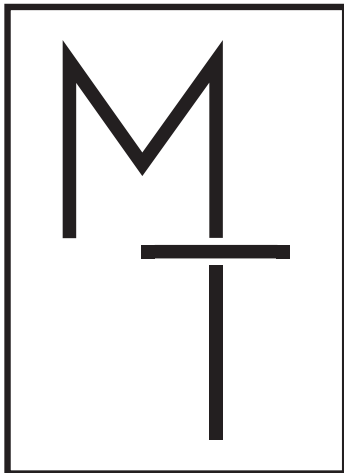
EDUCATION

Oklahoma State University - Stillwater, Oklahoma

Master of Science in Agricultural Communications
Projected Graduation: May 2020

The Ohio State University - Columbus, Ohio

Bachelor of Science in Agriculture, *Cum Laude*
Major: Agricultural Communication | Minor: Agricultural Business
Graduation: May 6th, 2018



MANDY TAYLOR

HONORS & AWARDS

- 2018 CFAES Outstanding Senior
- 2018 Outstanding ACT Member
- Robert J. McCoy Leadership Scholarship Recipient 2017
- Ed Johnson Scholarship Recipient 2017
- McMunn Scholarship Recipient 2016 & 2017
- American FFA Degree Recipient 2015
- 2014-2015 Ohio FFA State Officer

MBTI- ENFP

- Extraversion
- Intuition
- Feeling
- Perceiving

STRENGTHS

- Activator
- WOO
- Developer
- Communication
- Positivity

VOLUNTEER ROLES AT LIFE.CHURCH STILLWATER

Switch - Switch Leader & Switch Social Media Coordinator July 2019 - Present

- Lead a small group of 9 6th grade students.
- Plan, execute or delegate 5-10 Instagram Stories each week during Switch.
- Serve as Switch photographer as necessary (1-2 times per month).

Operations Team - Photographer

March 2019 - Present

- Capture moments during special events at Life.Church Stillwater (Baptism, Child Dedication, Holidays, At The Movies, etc.)
- Cull, organize, and edit photos using Adobe LightRoom.

Operations Team - Graphic Designer

March 2019 - Present

- Revamp and develop a template for the Stillwater Legacy Wall which has head shots and information of over 85 Stillwater campus send outs.
- Assist with small graphic design projects including invite challenge cards, giveaway tshirt card, and other social media graphics.

LEADERSHIP

Agricultural Communicators of Tomorrow (ACT)

Sept 2015 - Aug 2019

- *2018-2019 National ACT President* - Remotely via skype meetings led a team of 4 people to execute events and membership activities.
- *2017-2018 National ACT Secretary/Treasurer* - Coordinated the collection of over \$5,000 of sponsorships for the organization.
- *2017-2018 Club President* - Led the chapter of 25 people to conduct bi-weekly meetings, membership events, and club activities.
- *2018 Professional Development Conference Committee Co-Chair*- Responsible for planning the national conference hosted at Ohio State in Jan. 2018.
- *2015-2016 Public Relations Committee Chair*- Managed Social Media and updated the club bulletin board to inform students about our organization.

Ohio State CFAES Ambassador

March 2016 - May 2018

- Promote The College of Food, Agricultural, and Environmental Sciences by providing informational tours to prospective students, current and potential donors, alumni, and other visitors.
- Represent CFAES at a variety of development, alumni, and networking events.

Alpha Zeta Partners Honorary Agricultural Fraternity

April 2015 - May 2018

- Member of the 18th Class engaging in leadership, diversity, and change seminars.
- Studied agriculture during the 6-week Brazil Study Abroad program in January 2017.