



MANDY TAYLOR

EDUCATION

Oklahoma State University - Stillwater, Oklahoma
Master of Science in Agricultural Communications
Graduation: May 2, 2020
Master's Research Project: "For-Credit Agricultural Communications Internships at a Land-Grant University: What Do They Look Like?"

The Ohio State University - Columbus, Ohio
Bachelor of Science in Agriculture, *Cum Laude*
Major: Agricultural Communication | Minor: Agricultural Business
Graduation: May 6th, 2018

PROFILE

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EXPERIENCE

Communications Coordinator **June 2021 - Present**
Watermark Health – Dallas, Texas

- Established and implemented communication strategies resulting in increased efficiency for this new role, also increasing visibility and awareness of the organization's mission and services.
- Clarified and managed the Watermark Health, Watermark Urgent Care, and CityBridge Urgent Care brands, ensuring consistent messaging across all marketing channels, including social media, email campaigns, websites, signage, and clinical documents.
- Strategized, executed, and collaborated with stakeholders for fundraising campaigns on North Texas Giving Day in 2021 & 2022, resulting in over \$585,000 in donations.
- Leveraged storytelling techniques, graphic design skills, and campaign management for the 2021 & 2022 year-end reports.
- Designed and coordinated the production of print and digital marketing materials, including clinic flyers, signage, postcards, and year-end reports.
- Oversaw the organization's online presence, including our three websites, three social media accounts, and monthly email marketing newsletters.
- Successfully coordinated a comprehensive rebrand project for CityBridge Urgent Care, creating an updated brand guide, managing the redesign of all marketing materials, and ensuring a seamless transition to the updated brand identity across all channels and marketing for a rebrand launch party event.

Watermark Institute Fellow (Communications Team) **Aug 2020 - May 2021**
Watermark Community Church - Watermark Institute – Dallas, Texas

- Completed the rigorous 10-month Watermark Institute program, gaining hands-on experience in ministry and a comprehensive understanding of biblical and theological concepts through studying the entire Bible.
- Served 20 hours weekly on the Communications Team, assisting in the project management process of over 20 graphic design projects for Watermark ministries using the Asana management platform.
- Strategized three communications plans and implemented content into Watermark's internal communications channels.
- Led the weekly multi-site campus meeting, collaborating with a representative from our two campuses, project managing their requests, sharing campus-wide priorities, and distributing deliverables.
- Researched digital asset management tools and successfully pitched the implementation of Photoshelter for Brands, creating a centralized photo storage and collaboration space for the 30+ creative team staff, 150+ church staff, and volunteer photographers.

SKILLS

- Campaign Strategy, Coordination & Execution
- Multimedia Storytelling
- Adobe Creative Suite
- MailChimp Email Marketing
- Photography
- Graphic Design
- Excellent Written & Verbal Communication
- Microsoft Office
- Project Management (Airtable and Asana)
- Website Content Development and Management



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EXPERIENCE (CONTINUED)

Communications & Student Development Grad. Assistant June 2018 - June 2020

Oklahoma State University Ferguson College of Agriculture – Stillwater, Oklahoma

- Collaborated execution for marketing campaigns with a team of five people who developed and executed recruitment and event marketing campaigns through communications channels such as email, social media, and print materials.
- Created, implemented, and managed content for agriculture.okstate.edu and Ferguson College of Agriculture Facebook, Twitter, and Instagram.
- Provided photography and support for college events, ensuring high-quality visual content effectively promoting the college and its activities.
- Pitched and implemented an entire video campaign for the 2020 Outstanding Seniors Campaign, which has continued for two consecutive years.
- Provided mentorship and classroom support as a Teaching Assistant for the Freshman Seminar course for the Ferguson College of Agriculture.

Social Media Team Coordinator (Unpaid Internship)

Aug 2019 - Aug 2020

Life.Church Stillwater - Stillwater, Oklahoma

- Recruited, on-boarded, and led a team of seven volunteers, providing them with resources for their weekly success in content creation and storytelling.
- Strategized and scheduled content for Life.Church Stillwater's Facebook (9,915 likes and Instagram (5,521 followers) Pages, and Campus Pastor's Instagram Stories.
- Coordinated with Campus Pastor and team leads for weekly social media needs.
- Shared the stories of the people who attend Life.Church Stillwater through storytelling campaigns and event promotion.
- Developed and streamlined a social media team workflow and onboarding process.

Marketing Intern

June 2016 - Aug 2017

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

- Managed Holmes County Fair/Harvest Ridge website, social media, and monthly newsletter.
- Collaborated with web developers on design and wrote copy to refresh the harvestridgeohio.com website and Holmes County Fair landing page.
- Utilized social media planning which resulted in a 1,500 Facebook follower increase.

STRENGTHS

- Activator
- Winning Others Over
- Developer
- Communication
- Positivity

HONORS & AWARDS

- 2018 College of Food, Agricultural and Environmental Sciences Outstanding Senior
- 2018 Outstanding ACT Club Member
- Robert J. McCoy Leadership Scholarship Recipient 2017
- Ed Johnson Scholarship Recipient 2017
- American FFA Degree Recipient 2015
- 2014-2015 Ohio FFA State Officer

VOLUNTEER ROLES

- CityBridge Church: Students Event Photographer (Oct 2021 - Present)
- Watermark Church Recovery Ministry for Students Small Group Leader (Aug 2022 - Present)
- Watermark Church Membership Team Testimony Listener (Aug 2020 - May 2021)
- Life.Church Photographer (Mar 2019 - Aug 2020)

UNIVERSITY LEADERSHIP OPPORTUNITIES

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.

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.