



MANDY TAYLOR

EDUCATION

Oklahoma State University - Stillwater, Oklahoma
Master of Science in Agricultural Communications, 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*, May 6, 2018
Major: Agricultural Communication | Minor: Agricultural Business

PROFILE

Email
Available Upon Request

Phone
Available Upon Request

Current Location
Available Upon Request

Portfolio
www.mandymtaylor.com

EXPERIENCE

Marketing Manager **Aug 2023 - Present**

The Commercial & Savings Bank – Millersburg, Ohio

- Oversee bank-wide marketing, communications, and community involvement for a 145-year-old community bank with 15 banking centers, a loan production office, and an operations center serving a five-county market area.
- Set brand direction and marketing priorities by translating business objectives into clear plans, building an understanding of team-specific CRM tools, and shaping marketing efforts that support lead generation and reinforce CSB’s reputation as a trusted community partner.
- Guide marketing strategy and make ongoing decisions for a six-figure marketing budget, managing vendors and priorities throughout the year to support organizational goals.
- Lead a two-person marketing team, including a Public Relations and Events Assistant and a Marketing Content Specialist, setting creative direction, content planning, and team priorities.
- Support the sales efforts of 40+ customer-facing team members across lending, banking center management, and wealth management through messaging, campaigns, and sales materials.
- Plan and coordinate large-scale community and internal events, including three community parties with 5+ vendors and 300+ attendees, Chamber events, educational workshops, and two all-employee events.
- Led a year-long website redesign project, partnering with external vendors and internal stakeholders; rewrote all website content using the StoryBrand framework, directed multi-site photography and employee headshots, and established content maintenance and approval structures to improve clarity, user experience, lead generation, and long-term scalability.

Communications Coordinator **June 2021 - Aug 2023**

Watermark Health – Dallas, Texas

- Established and implemented communication strategies that increased efficiency while expanding visibility and awareness of organizational mission and services.
- Managed brand clarity across Watermark Health, Watermark Urgent Care, and CityBridge Urgent Care, ensuring consistent messaging across digital, print, and clinical communications.
- Strategized and collaborated on fundraising campaigns, contributing to over \$585,000 in donations, and led storytelling and creative development for year-end reports.
- Coordinated print and digital marketing materials and oversaw the organization’s online presence, including three websites, social media accounts, and email marketing efforts.



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EXPERIENCE (CONTINUED)

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

- Successfully 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 and various theological topics.
- Supported communications operations through project coordination, cross-campus collaboration, and the implementation of a centralized digital asset management system.

Communications Graduate Assistant **June 2018 - June 2020**
Oklahoma State University Ferguson College of Agriculture – Stillwater, Oklahoma

- Supported college-wide communications and marketing efforts, contributing to event promotion, print and digital materials, and coordinated messaging across campus channels.
- Assisted with website updates, social media management, and multimedia support for college events, helping ensure consistent communication and outreach.

Social Media Team Coordinator (Unpaid Internship) **Aug 2019 - Aug 2020**
Life.Church Stillwater - Stillwater, Oklahoma

- Led and supported a volunteer social media team of seven, coordinating content planning, storytelling campaigns, and event promotion in collaboration with campus leadership.
- Developed team workflows, recruitment, and onboarding processes, and used performance insights to improve content planning and team effectiveness.

SKILLS

- Campaign Strategy
- Integrated Marketing
- Content & Storytelling
- Creative Direction
- Adobe Creative Suite
- Website Strategy
- Email Marketing
- Visual & Brand Design
- Written & Verbal Communication
- Microsoft Office
- Project Management (Airtable & Asana)
- Cross-Team Collaboration

HONORS & AWARDS

- 2018 College of Food, Agricultural and Environmental Sciences Outstanding Senior
- 2018 Outstanding OSU ACT Member
- American FFA Degree Recipient 2015
- 2014-2015 Ohio FFA State Officer

LEADERSHIP

Leadership Holmes County Graduate **Sept 2024 - May 2025**
▪ Completed a nine-month leadership development program centered on community involvement, relationship-building, and gaining perspective on the region's industries and challenges.

Agricultural Communicators of Tomorrow (ACT) **Sept 2015 - Aug 2019**
▪ *National ACT President* - Led a four-person leadership team to plan events and manage membership initiatives through remote collaboration.
▪ *Club President* - Led a 25-member chapter, coordinating meetings, events, and organizational activities.

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.