

# TAYLOR DONATO



## EDUCATION HISTORY

### The University of West Alabama

*Graduated: May 2020*

Magna Cum Laude- 3.84 GPA

IMC program University Scholar

Bachelor of Science-

Integrated Marketing Communications

Political Science minor

### Leadership and Honors

- Varsity Women's Volleyball Scholarship Recipient 2016-2020
- UWA Marketing Club
- Lamda Pi Eta Communications Honor Society- President 2019-2020
- Omicron Delta Kappa Honor Society- Public Relations Chair 2019-2020
- Chi Alpha Sigma Athletic Honor Society, Alpha Chi Honor Society, Blue Key Honor Society, Phi Eta Sigma Honor Society, Cardinal Key Honor Society, Phi Kappa Phi Honor Society

## WORK EXPERIENCE

### Marketing and Communications Intern

#### City of Surprise, Arizona, 2019:

- Created social media plan for multiple platforms
- Developed advertisements for the city's website advertising the app
- Collaborated on multiple video projects for the city
- Facilitated multiple live broadcasted council meetings

#### Whoopass Branding Advertising Agency, 2019:

- Developed multiple websites and marketing plans for brands including paceyourselfproject.com, ozzybeatsproduction.com, and my own personal website
- Designed brand logos for regional businesses and institutions including the Demopolis Chamber of Commerce
- Took photos for and collaborated on social media plan with the Blackbelt Museum to increase traffic and brand awareness

#### Layout and Design Editor

#### Zone Magazine, 2019:

- Created layout, design elements, and photographed elements for the 2019 magazine

#### Small Business Development Center Marketing Associate 2020:

- Created social media posts for the SBDC Livingston, AL Facebook page
- Met with clients and discussed expansion through Wordpress web building and Amazon selling

#### Contracted Web Designer

#### Golden Goose Digital Marketing, 2020:

- Builds websites for Golden Goose clients on a case by case basis

## SKILLS/CERTIFICATIONS/SOFTWARE:

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro, Acrobat)
- Microsoft Office (Word, Excel, Powerpoint, Publisher, One Note)
- Web Design (Divi, Word Press, familiar with HTML)
- Videography (iMovie, DaVinci Resolve, Premiere Pro)
- Social Media (Facebook, LinkedIn, Twitter, Instagram, YouTube)
- Google Analytics Certified
- Hootsuite Certified
- Teamwork Training: Disney Certified 2019
- Hospitality Training: Disney Certified 2020

## TALK TO ME!

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