

# TAYLOR HILLEGONDS

## PUBLIC RELATIONS

A passionate, disciplined leader who combines an innate drive for hardwork and precision with a love for creativity and innovation.

### EDUCATION

B.A.: PUBLIC RELATIONS  
MINOR: PSYCHOLOGY  
*Taylor University / Upland, IN*  
Cumulative GPA: 3.99  
Fall 2012 – Spring 2016

STUDY ABROAD  
*Taylor University Irish Studies Program*  
Greystones, Ireland  
Spring 2014

### ACHIEVEMENTS

- 2016 Taylor University Excellence in Public Relations Award
- 2016 David J. Chamberlin Excellence in Public Relations Award
- 2016 Taylor University Media Communication Excellence in Promotion and Excellence in Grant Writing Awards
- 2015 Taylor University Media Communication Designer of the Year
- 2012 Lilly Endowment Community Scholar

### SKILLS

- Strong written and verbal skills
- Proficient in Adobe Photoshop, InDesign and Illustrator
- Educated in Adobe Dreamweaver, HTML, CSS, Bootstrap and JavaScript
- Skilled in social media
- Proficient in web design
- Educated in AP style
- Proficient in media writing and copy editing
- Proficient in grant writing

### PROFESSIONAL EXPERIENCE

SOCIAL MEDIA AND  
MARKETING COORDINATOR  
*Cedar Lake Ministries and Catalyst Camps*  
June 2013 - Present

- Improve relationships with customers and donors by delivering organization's brand to social media platforms
- Maximize customer reach through email marketing and writing/distribution of monthly print and web newsletters
- Expand social media reach by 30 percent through statistical analysis

FREELANCE CALLIGRAPHER  
*Sugarplum Calligraphy*  
October 2014 - Present

- Develop personal brand by designing and creating custom calligraphy goods
- Fulfill approximately ten orders per month for individuals, weddings and large companies, such as Jones New York

DESIGN INTERN  
*Taylor University Calling and Career Office*  
August 2015 - Present

- Connect students with career opportunities through designing print materials, writing social media posts and reviewing resumes
- Collaborate with team of 13 to plan and market career advancement events for students

ADVERTISEMENT MANAGER  
*Taylor University Student Newspaper*  
August 2013 - May 2015

- Trained and managed staff of five who sold advertisements to local businesses and graduate schools throughout U.S.
- Controlled all advertisement operations, from initial contact with buyers to final print version of ad
- As manager, led team to exceed advertisement sales by 50 percent from previous year

MARKETING INTERN  
*Cedar Lake Ministries*  
January 2013

- Analyzed organization's brand through implementation of brand audit and communication with key constituents
  - Enriched marketing by redesigning website and recreating print marketing materials
- GUEST SERVICES  
REPRESENTATIVE  
*Cedar Lake Ministries*  
Summer 2012

- Coordinated visits for an average of three retreat groups per week
- Ensured quality stay by communicating with group leaders and resolving any conflicts

### VOLUNTEER EXPERIENCE

BETHEL CHURCH  
*Summer 2012 - Present | Youth Mentor*

PRSSA  
*Spring 2016 - Present | Club Member*

ENACTUS BUSINESS CLUB  
*Fall 2014 - Spring 2015 | Graphic Design*

HEALTH GIVES HOPE  
*Winter 2015 - Present | Social Media*





### ADDRESS

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### CONTACT

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### SOCIAL

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