

# AUDREY TAYLOR

Creator - Communicator - Connector

- 614-378-1751
- audtay14@gmail.com
- audtay.com
- LinkedIn

Creative brand storyteller with expertise in digital content, community engagement, and corporate communications—passionate about building credibility and driving measurable impact

## SKILLS

Professional Writing & AP Style | Social Media Strategy & Management | Content Creation | PR & Marketing | Executive Communications | Media Relations | Social Reporting & Listening

## TOOLS

Adobe Suite | Drupal | SharePoint | WordPress | Meltwater | Cision | Sprout Social | Netlytic | Infegy | Google Analytics | CapCut | Canva | Mailchimp | ChatGPT | Claude

---

## PROFESSIONAL EXPERIENCE

### External Communications & Marketing Associate

#### Gildan

DEC 2025 - PRESENT

- Spearhead content framework that strengthens key narratives and unifies brand messaging, driving a 34% YoY increase in impressions and 41% increase in engagements on LinkedIn
- Develop multi-format content (social posts, graphics, videos, and articles) across external channels with 520K+ followers
- Generated 27M+ impressions across all corporate platforms and achieved a 16% engagement rate and 5.6% follower growth on LinkedIn in Q1
- Led organic new brand campaign on social, achieving 930,000+ impressions
- Support social media presence and lead community management across platforms, fostering audience engagement
- Manage global external communications content calendar, coordinating scheduling and publishing across all corporate channels

### Corporate Communications Associate

#### Hanesbrands Inc.

MAY 2024 - DEC 2025

- Shaped and delivered corporate messaging and visual identity across internal and external channels for 40,000+ global employees
- Rolled out a new content strategy, increasing LinkedIn impressions by 80% and reactions by 110% within one quarter
- Led internal communication of global headquarters relocation for 400+ employees

### Corporate Communications Intern

#### Hanesbrands Inc.

JUNE 2023 - MAY 2024

- Authored sustainability articles, managed the corporate intranet, and produced videos and newsletters in support of internal and external communications strategies

### Social Media Manager

#### UNLMTD Active and Lounge

APRIL 2022 - OCT 2022

- Garnered 100,000+ total impressions from creator video content on Instagram

---

## OHIO STATE UNIVERSITY

Bachelor in Strategic Communication, Minor in Design Thinking

- Summa Cum Laude | 3.98 GPA
- Top Scholar of Communication Award
- Ohio State University School of Communication Intern
- Public Relations Student Society of America PR Director & Account Lead
- Scarlette Fashion Magazine Contributor

### Freelancer

#### The Lantern, Ohio State's student-run newspaper

AUG 2024 - DEC 2024

- Developed a package and pitched and authored articles on campus life for 15,000 readers