

Audrey Taylor

Creator - Communicator - Connector

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SKILLS

Professional Writing: AP Style | Social Media Strategy and Management | Video Production & Graphic Design: Adobe Suite | Website Interface Management: Drupal, SharePoint & WordPress | Media Relations: Muck Rack & Cision | Executive Communications | Social Analytic Tools: Netlytic & Infegy

EXPERIENCE

Hanesbrands Inc., Winston-Salem, NC - *Corporate Communications Specialist*

JUNE 2023 - PRESENT

- Shape and deliver corporate messaging and visual identity across internal and external channels for a global company with more than 40,000 associates
- Roll out a new content strategy, increasing LinkedIn impressions by 80% and reactions by 110% within one quarter

Ohio State University School of Communication - *Intern*

APRIL 2022 - APRIL 2023

- Curate news stories and a seasonal newsletter for an alumni network of more than 23,000 people
- Manage Instagram, increasing the following by 10%

UNLMTD Active and Lounge - *Social Media Manager*

APRIL 2022 - OCTOBER 2022

- Produce video content for Instagram, garnering more than 100,000 total impressions on reels

EDUCATION

The Ohio State University, Columbus, OH - *BA, Strategic Communication*

AWARDS

Top Scholar of Communication (2023) | 3.94 GPA, Dean's List

INTERESTS

Reality Television | Upcycled Fashion | Travel Vlogging