

Audrey Taylor Creator - Communicator - Connector

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SKILLS & SOFTWARES

Professional Writing: AP Style | Social Media Strategy and Management | Content Creation | PR Strategy and Execution | Executive Communications | Media Relations
Adobe Suite | Drupal | SharePoint | WordPress | Muck Rack | Cision | Netlytic | Infegy |
Google Analytics | CapCut | Canva | Mailchimp | ChatGPT | Claude |

EXPERIENCE

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

MAY 2024 - PRESENT

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

Corporate Communications Intern

JUNE 2023 - APRIL 2024

The Lantern - Freelancer

AUGUST 2024 - DECEMBER 2024

- Developed a package and pitched and authored articles covering campus life for Ohio State's student-run newspaper, reaching 15,000 readers

Ohio State University School of Communication - Intern

APRIL 2022 - APRIL 2023

- Curated news stories and newsletters for the alumni network of 23,000+
- Managed Instagram presence, increasing following by 10%

UNLMTD Active and Lounge - Social Media Manager

APRIL 2022 - OCTOBER 2022

- Produced Instagram reels, garnering 100,000+ total impressions

EDUCATION

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

- Top Scholar of Communication Award
- Public Relations Student Society of America PR Director and Account Lead