

Taylor Danciger

(813) 362-4290 • taylordanciger@gmail.com • <https://taylordanciger.com/> • www.linkedin.com/in/taylordanciger

EDUCATION

The University of Tennessee, Knoxville, Tombras School of Advertising and Public Relations

Knoxville, Tennessee

Bachelor of Science in Communication

Graduation: May 2026

Major: *Advertising* Minors: *Graphic Design and Business*

PROFESSIONAL EXPERIENCE

Cherry Blossom Homes NC

Remote/On Site - Durham, NC

Social Media Consultant and Graphic Designer

March 2025 - October 2025

- Brainstormed and created social media content for @cherryblossomhomesnc on Instagram.
- Attended in-person client meetings, project site visits, and presentations at real estate agencies.
- Learned how to effectively consult with a wide range of professionals on active construction job sites.
- Designed custom yard signs, portfolio books, business cards, etc. using Adobe Creative Suite Software.
- Created digital mockups for interior design projects.

CDW

Remote

Freelance Graphic Design

June 2024 - June 2025

- Designed custom flyers for Leslie Smith utilizing Adobe Creative Suite Software and Canva.
- Implemented brand formatting strategies, proper logo use, and compelling copywriting.

VYB Dance Company

Tampa, FL

Dance Instructor

June 2022 - August 2024, Seasonal

- Instructed summer camps for ages 6-18 in the styles of jazz contemporary, ballet, and technique.
- Choreographed and taught weekly open classes for young adults.

LEADERSHIP

Kappa Kappa Gamma

Knoxville, Tennessee

Founder and Head of Decor Team

November 2024 - August 2025

- Designed and decorated the KKG house for each round of primary recruitment in the Fall.
- Developed digital interior design mockups and created detailed budgets for each item.
- Collaborated with the President, VP of Recruitment, and my team to ensure all designs were functional and visually appealing.

Kappa Kappa Gamma

Knoxville, Tennessee

Director of Public Relations

November 2023 - November 2024

- Managed and created all content for Instagram, Facebook, and TikTok.
- Designed and oversaw the external website and Linktree.
- Enhanced social media engagement by increasing the @kkgtennessee following from 7,660 - 16.3k on Instagram and the @kkg.tennessee following from 19k-38.3k on TikTok.
- Managed eight coordinator positions, while also serving as the main contact across all external platforms.
- Crafted compelling messages on behalf of the sorority regarding all formal communications.
- Communicated regularly with internal forces, as well as incorporated creative problem-solving strategies.

INVOLVEMENT

UTK Sailing Club

Knoxville, Tennessee

Member

August 2025-Present

- Participate in weekly practices to develop sailing technique and gain experience through competitive racing.

BOSS Dance Society UTK

Knoxville, Tennessee

Member

August 2022-Present

- Audition and attend weekly rehearsals for our annual showcase in the spring.
- Practice a wide variety of styles and incorporate partner work in every dance.

Kappa Kappa Gamma

Knoxville, Tennessee

Member

August 2022-Present

- Engage as an active member of a 450-member sorority dedicated to leadership, scholarship, service, and fostering meaningful connections among members.
- Support philanthropic and community outreach initiatives, contributing to fundraising events and volunteer projects benefiting local organizations.
- Participate in recruitment, sisterhood activities, and chapter meetings, promoting teamwork, communication, and a positive organizational culture.

American Marketing Association, UTK

Knoxville, Tennessee

Member

February 2025-May 2025

- Attended regular meetings and engaged in conversations with professionals about industry trends and practices.
- Connected with fellow members to exchange insights and experiences.

Certifications: LinkedIn Digital Marketing Tools: Create a Marketing Campaign from Start to Finish, LinkedIn Social Media Marketing Strategy: TikTok and Instagram Reels