

Taylor Danciger

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EDUCATION

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

Knoxville, TN

Bachelor of Science in Communication

Graduation: May 2026

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

PROFESSIONAL EXPERIENCE

VYB Dance Company

Tampa, FL

Dance Instructor

June 2022 – August 2024, Seasonal

- Instructed summer camps for ages 6-18.
- Choreographed and taught weekly open classes for young adults.

Freelance for CDW

Remote

Graphic Designer

June 2024

- Designed a custom 2-page flyer for Leslie Smith utilizing Adobe Creative Suite.
- Implemented brand formatting strategies and proper logo use.

Freelance for Cherry Blossom Homes NC

Remote/On Site – Durham, NC

Social Media Consultant and Graphic Designer

March 2025 - Present

- Brainstorm and create social media content for Instagram.
- Film and edit video content.
- Design yard signs, portfolio books, business cards, etc. using Adobe Creative Suite software's.
- Create digital mockups of interior design projects

LEADERSHIP

Kappa Kappa Gamma

Knoxville, TN

Director of Public Relations

November 2023 – November 2024

- Managed and created content for Instagram, Facebook, and TikTok.
- Designed and oversaw the external website and Linktree.
- Managed eight coordinator positions, while also serving as the main contact across all external platforms.
- 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.
- Crafted compelling messages on behalf of the sorority regarding all formal communications.
- Communicated with internal and external forces, as well as incorporated creative problem-solving strategies.

Kappa Kappa Gamma

Knoxville, TN

Founder and Head of Décor Team

February 2025 - Present

- Design and decorate the KKG house for each round of recruitment.
- Create digital mockups of the interior design for each round using design software's such as Adobe Creative Suite.
- Budget and collaborate with LT to bring their vision to life.

VOLUNTEER EXPERIENCE AND INVOLVEMENT

AMA UTK - American Marketing Association

- Attend regular meetings and engage in conversations about industry trends and practices.
- Connect with fellow members to exchange insights and experiences.

UTK Ad Club

- Attend and actively participate in monthly meetings, fostering connections with diverse members and building a robust professional network.

BOSS Dance Society, the University of Tennessee

- Attend weekly rehearsals and perform in an annual dance showcase.