

# Taylor Danciger

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## EDUCATION

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**The University of Tennessee, Knoxville,** Tombras School of Advertising and Public Relations  
*Bachelor of Science in Communication*  
Major: *Advertising*   Minors: *Graphic Design and Business*

Knoxville, TN  
Graduation: May 2026

## PROFESSIONAL EXPERIENCE

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### VYB Dance Company

*Dance Instructor*

Tampa, FL  
June 2022 – August 2024, Seasonal

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

### Freelance for CDW

*Graphic Designer*

Remote  
June 2024

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

## LEADERSHIP

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### Kappa Kappa Gamma

*Director of Public Relations*

Knoxville, TN  
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.

## RELEVANT PROJECTS

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### Advertising Design 310, University of Tennessee

*Desert Designs Brand Portfolio – Final Project, Grade: A*

Knoxville, TN  
January 2023 – May 2023

- Developed and pitched a brand portfolio for the landscaping company Desert Designs.
- Designed a logo, brand colors and fonts, print ads, and mockups using Adobe Creative Suite.

## VOLUNTEER EXPERIENCE AND INVOLVEMENT

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### 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.

### Kappa Kappa Gamma Sorority

- Volunteer consistently at local after school programs and food drives.