

# Taylor Michael

(843) 290-6478 | [taylor.michael8413@gmail.com](mailto:taylor.michael8413@gmail.com) |

<http://linkedin.com/in/taylor-e-michael> | [https://www.instagram.com/taylormichael\\_media/](https://www.instagram.com/taylormichael_media/) | <https://www.taylor-michael.org>

## EDUCATION

Furman University

Greenville, SC

*Bachelor of Arts, Communication Studies Major; Visual Strategy Minor*

*Expected May 2025*

*Honors & Awards:* Bell Tower Scholarship Recipient; Dean's List (x3)

Program of Study GPA: **3.67/4.0**

## RELEVANT EXPERIENCE

Furman University Women's Basketball Program

Greenville, SC

*Creative Assistant (Freelance)*

*October 2023-Present*

- Capture and create in-game content to produce diverse social media materials to enhance fan engagement; efficiently edit and publish photos during events or games on Adobe Lightroom.
- Develop and implement a comprehensive social media strategy across multiple platforms to foster community engagement.
- Construct social media graphics and logo designs for team-issued apparel.

Edinburgh Printmakers

Edinburgh, Scotland

*Marketing and Engagement Intern*

*September 2024-December 2024*

- Develop and publish content through various media outlets to promote upcoming events
- Collaborate in frequent Microsoft Teams meetings to discuss improvements within the establishment
- Redesign website content for higher user accessibility

Furman University Athletics Department

Greenville, SC

*Sports Marketing Intern*

*August 2021 - February 2023*

- Constructed creative content through Instagram stories on the account: @furmanpaladins to market events/games and display the behind-the-scenes life of being on a Division I team at Furman University
- Advertised upcoming athletic events via video promotions on social media
- Entertained a crowd of fans during pre-game tailgates and game festivities (mini-games, advertisements, etc.); supported the breakdown and set-up of pre-game events and tailgates

## WORK EXPERIENCE

Furman University Department of Communications

Greenville, SC

*Teaching Assistant*

*August 2023 – May 2024*

- Maintain inventory of media equipment available to students; oversee the equipment check-out and return process.
- Attend weekly classes and labs to support the sports reporting and digital storytelling courses. Show students how to use equipment, assist them as needed during and after class, and hold weekly office hours.

Furman University Housing and Residence Life

Greenville, SC

*Resident Assistant*

*August 2022 - May 2023*

- Attended weekly meetings with RA staff to discuss successes and challenges and determine areas for improvement
- Facilitated mediation between students who were experiencing conflict to foster a more positive living experience

## CAMPUS INVOLVEMENT AND LEADERSHIP

Furman University

Greenville, SC

*Zeta Tau Alpha Sorority*

*November 2023-Present*

- Fundraise money throughout the year to support Zeta's philanthropy: Breast Cancer Awareness and Education
- Attend weekly meetings to discuss upcoming fundraising opportunities and sisterhood events

*Furman University Communications Advisory Board (Executive Council)*

*August 2023 – May 2024*

- Attend monthly meetings discussing related events pertaining to the Furman Communications Department.
- Post monthly content on social media to create student involvement in the department.

*Club Basketball Team*

*October 2021- February 2023*

## SKILLS

- Photography/Videography; Access to Canva Pro Software
- Adobe Suite Proficiency – Photoshop, Lightroom, Premiere Pro, Illustrator
- MS Office Applications Proficiency