**Taylor Michael**

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# **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 Program of Study GPA: 3.6/4.0

Relevant Coursework:

*Communications Major*: Public Speaking; Media & Society; Digital Storytelling; Sports Reporting; Communication Internship Course; Communications Research Methods (Spring ‘24); Rhetoric & Strategy (Spring ‘24)

*Visual Strategy Minor*: Introduction to Design; Marketing Principles; Logos and Design

# **Relevant EXPERIENCE**

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 during game festivities (mini-games, advertisements, etc.); supported the breakdown and set-up of pre-game events and tailgates

*Sports Information Intern September 2021 - October 2022*

* Edited and clipped highlights from every game/athletic event and transitioned those clips to Twitter for the designated athletic account (football, basketball, etc.)
* Delivered statistics to coaches, radio, and other broadcasting networks

LOWCO Sports | <https://lowcosports.com> Bluffton, SC

*Social Media Sports Intern August 2020 - May 2021*

* Took photos of athletes to use in post-game recap articles featuring local high school games
* Produced small video clips for compilation videos online and on YouTube
* Wrote post-game recap articles for local high school teams during the fall, winter, and spring athletic seasons

# **Work experience**

Furman University Department of Communications Greenville, SC

*Teaching Assistant August 2023 - Present*

* Maintain inventory of media equipment available to students; oversee the equipment check-out and return process
* Provide support for the Sports Reporting course by attending class and labs each week; show students how to use equipment and provide assistance to them as needed during and after class and by holding 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

*Furman Panhellenic August 2023 - Present*

* Serve as a Recruitment Counselor for the upcoming 2024 Spring Recruitment
* Co-lead a group of potential new members (PNMs) through the full process of sorority recruitment

*Furman University Communications Advisory Board (Executive Council) August 2023 - Present*

* 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

*Zeta Tau Alpha Sorority September 2022 - Present*

* Help fundraise for Zeta’s philanthropy: Breast Cancer Awareness and Education; Attend weekly chapter meetings

*Club Basketball Team October 2021- February 2023*

**SKILLS**

* Photography/Videography; Access to Canva Pro
* Adobe Suite – Photoshop, Lightroom, Premiere Pro, Illustrator