

# TAYLOR RAO

## EDUCATION

### **Roy H. Park School of Communications, Ithaca College**

Bachelor of Science, Integrated Marketing Communications  
*Ithaca, New York* | August 2011-December 2014

## AGENCY

### **Account Executive, Adworkshop**

*Troy, New York* | February 2017-Present

- Manage client relationships within the travel-tourism, hospitality vertical
- Collaborate with internal teams on integrated marketing plans and strategies
- Responsible for organizing and presenting new business proposals, pitches
- Work to grow revenue among existing clients and identify potential partners

### **Account Manager, Creative Communication Associates**

*Troy, New York* | April 2016-February 2017

### **Assistant Account Executive, Creative Communication Associates**

*Troy, New York* | September 2015-April 2016

## WRITING/EDITORIAL

### **Editor in Chief, Two Buttons Deep**

*Troy, New York* | July 2016-Present

- Co-founder of news and entertainment website
- Responsible for weekly meetings with writers, story pitches and editing/review through to publishing
- Act as the public face of the brand, host a weekly video segment
- Manage all social media accounts and promotion of articles, videos and new partnerships

### **Freelancer Writer, Hearst Newspaper Group**

*Albany, New York* | December 2014-Present

## RETAIL

### **Stylist and Sales Consultant, A Love Story Bridal**

*Troy, New York* | November 2016-Present

- Manage scheduling of appointments, order placement and pick-up
- Responsible for creating a positive, unique boutique experience for brides
- Attend NYC bridal market to purchase selections of special order gowns
- Maintain relationships with designers and promote the lines in-store

### **Product Assistant, Macy's Merchandising Group**

*New York, New York* | April 2015-July 2015

### **Sales Associate and Brand Ambassador, Urban Outfitters**

*Ithaca, New York* | November 2013-December 2014

**Skills:** Workamajig, Basecamp software, AP Style, editorial experience, social media savvy, public speaking, Microsoft Office, writing for business: press releases & inquiries, creative writing and poetry, retail customer service, personal styling