

Taylor Ward

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EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Science in Marketing, May 2024 <ul style="list-style-type: none">● Relevant Coursework: Marketing Communications in Advertising & Social Media, Marketing Strategy, Marketing Digital Marketing Strategy, Marketing Analytics, Quantitative Analysis for Marketing Decision Making, Brand Management.● Clubs: Owen Consulting Club, Women's Business Association, Owen Marketing Association.● Brand Week: Led and developed strategic marketing plans for brands such as Graduate Hotels, Central BBQ & Learfield sports properties. Generated managerial insights that were implemented into active advertising campaigns. The team received second place overall.	Nashville, TN
	VANDERBILT UNIVERSITY Bachelor of Science, May 2023 Major: Human & Organizational Development; Minors: Business, Psychology <ul style="list-style-type: none">● Dean's List Spring 2022 & 2023. SEC Honor Roll for four consecutive years. NCAA Division 1 Women's Swim Team <ul style="list-style-type: none">● Miss Commodore 2023 recipient: The highest honor in Vanderbilt Athletics award to 1 senior student-athlete.● Four-year varsity letter winner on the Vanderbilt Women's Swim Team competing in the SEC Conference.	Nashville, TN
EXPERIENCE	VANDERBILT UNIVERSITY	Nashville, TN
2023 – Present	<i>Project Manager</i> <ul style="list-style-type: none">● Manage teams conducting research for a forthcoming business leadership book in partnership with award-winning author James Patterson, ensuring adherence to project timelines and goals.● Lead and organize team meetings and project materials, establish communication strategies between our team and authors, collaborate on innovative ideas and strategies, and conduct and synthesize over 50 hours of interviews with Fortune 500 senior executives while maintaining quality relationships with interviewees.	
Summer 2022	G7 ENTERTAINMENT MARKETING <i>Summer Marketing Analyst</i> <ul style="list-style-type: none">● Executed brand partnerships with Fortune 500 clients and entertainment industry talent, curating brand content, developing digital marketing strategies, and overseeing event activations. i.e. Liquid Death, White Claw, etc.● Collaborated with utility NFTs, brand & influencer marketing, and regulatory industries i.e. adult beverages.	Nashville, TN
Spring 2022	VANDERBILT ATHLETICS MARKETING <i>Sports Marketing Intern</i> <ul style="list-style-type: none">● Directed marketing and promotional campaigns for all 15 Vanderbilt Athletics Division 1 sports teams, creating engaging content and coordinating game operations and in-game entertainment.	Nashville, TN
LEADERSHIP	VANDERBILT ATHLETICS MEDIA <i>Social Manager</i> <ul style="list-style-type: none">● Produced daily engaging content on social media accounts for a D1 SEC sports team. Grew engagement by 300% within the first 4 months and doubled engagement by 600% after 12 months.	
2021 – 2023	DELOITTE STUDENT-ATHLETE LEADERSHIP EXPERIENCE <i>Selected Participant</i> <ul style="list-style-type: none">● Selected for the 2023 Deloitte Student-Athlete Leadership Experience program that supports student-athletes to create post-athletic career success. Participated in various workshops and networking events connecting with leaders at Deloitte and other student-athletes.	
2021 – 2023	STUDENT-ATHLETE ADVISORY COMMITTEE <i>Vice President and SEC Board Member</i> <ul style="list-style-type: none">● Created and led a peer mentorship program where upperclassmen mentored underclassmen to cultivate a community of growth and support for Vanderbilt's athletics community.	
ADDITIONAL	<ul style="list-style-type: none">● Certifications: Google Analytics 4, Tableau, Prompt Engineering for ChatGPT.● Proficient In: SPSS, SAS, Qualtrics, Adobe Cloud, Microsoft Office, Asana, Trello, Bloomberg MC.● Interests: Fitness, Fashion, Food enthusiast, wine tasting, swimming, Women's Sports.	