

Kathleen ('Katie') Taylor

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EDUCATION

University of Virginia Charlottesville, VA, *B.A. Media Studies* Overall GPA: 3.8

Aug. 2015 – May 2019

EXPERIENCE

HEIDER Real Estate, FundTool, Hatched Dating, Playball Atlanta, Press Sports Remote, *Digital Media Consultant* Jan. 2023 -Sept. 2024

- Developed and executed creative strategies to educate and engage audiences and provide conversions.
- Optimized editorial content for social media platforms to increase engagement and drive traffic to websites and app stores.
- Analyzed social media metrics to identify areas for improvement and make data-driven recommendations to increase engagement.
- Created several compelling static and selfie video ads for TikTok and Instagram.

Press Sports App Atlanta, GA, *Head of Social Media/Branding*

Feb. 2021 - Dec. 2022

- Conceptualized, designed, and implemented creative social campaigns to boost brand awareness and further audience engagement to accelerate user acquisition and improve retention.
- Innovated a framework for understanding and applying differentiated/platform-specific strategies optimized to engage audiences and cultivate communities on TikTok, Instagram, Snapchat, YouTube, Twitter, Facebook, and LinkedIn.
- Managed a social team of 12 interns and three content creators and hosted weekly meetings discussing OKRs and reviewing KPIs.
- Facilitated key partnership opportunities and assembled influencer marketing campaigns and paid promotions.
- Analyzed social media performance metrics and provided insights to capitalize on strengths and improve weaknesses.
- Monitored social media trends, evolving algorithms, and emerging platforms to drive engagement that connected with and related to audiences daily.

Monumental Sports & Entertainment Washington, D.C. *Digital Media Coordinator*

Dec. 2019 – Dec. 2020

- Provided in-game social media coverage for the Capitals, Wizards, Mystics, Capital City Go-Go, and other live broadcasts.
- Produced video highlights, paid marketing ads, and event promotional content to drive new audiences to subscribe to the Network.
- Created social media content to promote original series, events, and live games streamed on the Network.
- Ideated creative social campaigns to further audience engagement and increase brand awareness.

ESPN Bristol, CT, *Fall Social Media Specialist Intern*

Sept. 2019 – Nov. 2019

- Generated new ideas for stories, videos, and graphics while blending creativity, sports knowledge, and journalistic instincts in producing industry-leading content on Instagram, Facebook, Twitter, and TikTok.
- Maintained daily content flow and crafted posts optimized for engagement on ESPN's social media platforms.
- Applied news judgment and journalistic standards to the most important sports stories of the day.
- Researched and capitalized on new trends and newsworthy moments to enhance ESPN's channels.

NFL Players Association Washington, D.C. *New Media Intern*

Jun. 2018 – Aug. 2018

- Created an editorial calendar to support the prompt launch of new content and initiatives.
- Assisted in post-production tasks (key-marking and transcribing) of the NFL Network series, NFL Life: Kirk Cousins.
- Pitched an original concept content series for a prospective content series.
- Contributed written segments featured in the NFLPA e-newsletter.

Wahoo Central Charlottesville, VA *Social Media Intern*

Jan. 2018 – May 2019

- Participated in a hands-on educational experience for a Division 1 athletics program by collecting data, compiling research reports, and reviewing the latest trends in the social media landscape.
- Captured and posted content onto the Virginia Cavaliers Instagram, Snapchat, and Twitter accounts during home games.
- Advanced and moderated fan engagement on the Virginia Athletics webpage and in-venue video message boards.
- Served as ESPN's College GameDay student-section videographer for the College GameDay matchup between UVA and Duke University.

Virginia Athletics Foundation Charlottesville, VA *Digital Media, ACC Network, & Game Day Intern*

Aug. 2016 - May 2019

- Implemented marketing plans developed for each sport, focusing on increasing attendance and an exceptional fan experience.
- Updated and digitized business contracts for corporate sponsors and created decks showcasing game-day marketing assets.
- Assisted in live broadcast productions of UVA baseball, lacrosse, and soccer games in the control room and on the field.
- Pitched, produced, and edited an original [short documentary](#).

TECHNICAL SKILLS: Google Workspace; Microsoft Office Suite; Adobe Premiere Pro; Adobe Photoshop; Final Cut Pro; Canva; Trello; ClickUp; Figma; Social Media. **AFFILIATIONS:** The Armchair All-Americans (UVA Staff Writer); Alzheimer's Association (Committee Member & Team Captain); Association for Women in Sports Media (Chapter Co-Founder & Social Media Officer); Tri Delta Sorority (alumna).