

Taylor Gibson

(434) 760-4043 tavgibson18@gmail.com taylor-gibson.com

EDUCATION

James Madison University | Harrisonburg, VA

Graduation Year: May 2022 Communication Studies B.S. *Concentration Public Relations, Sports*
Communication Minor

RELATED EXPERIENCE

JMU Athletics Practicum

Jan 2022-May 2022

- Created graphics for website, features, social media, email, video boards, and printed material
- Selected and modified photographs using Adobe Suite Software
- Kept track of current social media trends and best practices

JMU HerCampus

Jan 2022-May 2022

- Created graphics for social media accounts such as Pinterest and Instagram
- Attended weekly meetings to enhance HerCampus at JMU about events and daily postings

JMU SVMEP Campaign Project - SCOM 461

- Creative Director and Assistant Programming Director
- Monitored all creative efforts from concept to production
- Created visuals for all presentations, design, and layout of the campaign
- Elicits and worked together with teammates in creative tasks

Harrisonburg Little League Association

Jan 2022-May 2022

- Created and posted a blog post about the 2022 little league season
- Photographed team events such as orientation and sign-up dates
- Announced and kept track of scoreboard at games

JMU Fantasy Football League - SCOM 365

Aug 2021-Dec 2021

- Wrote blog posts about the fantasy football team assigned
- Worked as Public Relations Practitioner for the team, planned and wrote news releases and press releases, and participated and experienced in a planned and unplanned public relations crisis

ADDITIONAL EXPERIENCE

Harrisonburg Rockingham Day Care Center

Feb 2021-April 2022

- Assistant teacher part-time during my education at JMU
- Created colorful, attractive displays for bulletin boards and hallways
- Communicated regularly with parents, teachers, and administrators about students' progress and needs

PT Plus

Aug 2016-June 2019

- The first point of contact is to provide quality service to patients and gym members scheduled for appointments.
- Scheduled appointments per day in the scheduling system, answered and transferred phone calls, and organized and maintained office space.

REFERENCES

- Rita Adcock: Supervisor of PT Plus 434-882-2844 rita@ptplushealth.com
- Delores Jameson: Director of HRDCC hrdaycare@verizon.net
- Isaac Woo: Sports Communications Minor Advisor/Communication Studies Professor at JMU woocw@jmu.edu

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