

Taylor Ward

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EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Science in Marketing; Obtained <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; Obtained Major: Human & Organizational Development; Minors: Business, Psychology <ul style="list-style-type: none">● Dean's List, 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">● Manages a team of 10 across 2 teams conducting research for a forthcoming business leadership book in partnership with award-winning author James Patterson while adhering to project timelines and goals.● Lead and organizes team meetings, project materials, establish communication strategies between our team and authors, collaborate on innovative ideas and strategies, and conduct and synthesize over 100+ hours of interviews with Fortune 500 senior executives while maintaining quality relationships with interviewees.	
Summer 2022	G7 ENTERTAINMENT MARKETING <i>Summer Marketing Brand 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. White Claw, Liquid Death, 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>Lead Social Media 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.	
2023 –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.	
2021 – 2023		
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.	