

# ANNA TAYLOR

*public relations - corporate communications*

## WORK EXPERIENCE

### DIRECTOR OF COMMUNICATIONS

*Peterborough Timberrmen Lacrosse | Nov. 2016 - Present*

- Created and implemented a comprehensive communications plan
- Created and currently maintain official website (Wordpress) and social media accounts (Twitter, Instagram and Facebook)
- Cultivating live content for social media accounts
- Acting as game-day host and official team spokesperson

### SOCIAL MEDIA COORDINATOR

*Peterborough Lakers Lacrosse | July 2011 - Present*

- Created and currently manage social media accounts (Twitter, Instagram and Facebook)
- Generating website content including feature stories, game recaps and player profiles
- Communicating with local and national media outlets in person and through e-mail

### DIGITAL COMMUNICATIONS INTERN

*Toronto Rock Lacrosse Club | Dec. 2016 - May 2017*

- Generated digital media content including feature stories and graphic design projects
- Live-tweeted ten home games
- Maintenance of weekly media notes

### ADMINISTRATIVE ASSISTANT

*Campus Living Centres - Oshawa | 2012-2015*

- Administered accounts payable and receivable
- Reconciled daily financial reports
- Created tracking systems for uniforms and weekly linen inventory
- Assisted conference services & events team with fulfilling client requests

## PROFESSIONAL SKILLS

Adobe Creative Suite  
Copyediting  
Copywriting  
CP style writing  
Crisis communications  
Fan engagement strategy  
Graphic design & photo editing  
Market research  
Microsoft Office suite  
Public/Media relations  
Social media management  
Special events planning  
Storytelling  
Web content development  
Volunteer motivation  
Wordpress and CMS

## PERSONAL SKILLS

Analytical mind  
Creative spirit  
Critical thinker  
Leadership experience  
Loyal  
Organized  
Professional  
Reliable  
Team player

## SOCIAL MEDIA

 @annataylor.02

 @annataylor02

 /in/annataylor02

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## CUSTOMER SERVICE REPRESENTATIVE

*Campus Living Centres - Oshawa | 2010-2012*

- General office and administrative duties
- First point of contact for students, parents and hotel guests

## RESIDENT ADVISOR

*Campus Living Centres - Oshawa | 2007-2010*

- Acted as an ambassador and liaison for student affairs
- Completed multiple traineeship and concurrent leadership development sessions
- Constructed and advocated programs aimed at student development and education

## GAME DAY AND SPECIAL EVENTS ASSISTANT

*Oshawa Generals Hockey Club | 2006-2009*

- Managed game day volunteers, organized game operations room, planned on and off ice promotions, created written content
- Special events: Bobby Orr jersey retirement ceremony, CHL/NHL Top Prospects Game, charity dinner and alumni golf tournament

## EDUCATION

### ONTARIO COLLEGE GRADUATE CERTIFICATE, PUBLIC RELATIONS

*Sheridan College | 2016-2017*

### ONTARIO COLLEGE DIPLOMA, SPORTS MANAGEMENT

*Durham College | 2007 - 2009*

### BACHELOR OF ARTS, ENGLISH

*Trent University | 2003 - 2007*

## VOLUNTEER EXPERIENCE

### EDITOR-IN-CHIEF

*In Lacrosse We Trust | 2014-present*

### MULTI-SPORT CAMP COORDINATOR

*Durham College Summer Camps | 2009*

### ORGANIZER

*United Way Basketball Challenge | 2009*

### JUDGE'S ASSISTANT

*Bust-A-Move Dance Competition | 2008*

### INFORMATION BOOTH COORDINATOR

*IFWFLA, U-19 Championship | 2007*

### USHER

*Hockey Hall of Fame Induction Weekend | 2006*

### LEADER COUNSELLOR

*Ontario Educational Leadership Centre | 2002-2008*

## CERTIFICATIONS

### CANADIAN PUBLIC RELATIONS SOCIETY

*Toronto chapter | 2016*

### SAFETALK

*Living Works | June 2014*

### PREPARE TRAINING

*Crisis Prevention Institute | 2009*

### AODA

*2009*