ANNA TAYLOR

public relations - corporate communications

WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS

Peterborough Timbermen 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

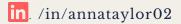
Adobe Creative Suite Copyediting Copywriting CP style writing Crisis communications Fan engagement strategy Graphic design & photo editing Market research Microsoft Office suite Public/Media relations Social media management Special events planning Storytelling Web content development Volunteer motivation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

PERSONAL SKILLS

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

SOCIAL MEDIA

- 🖸 @annataylor.02
- 🏓 @annataylor02



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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