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Taylor Engert

Freelance Publicist

PROFESSIONAL PROFILE

Creative, dedicated and organized professional who excels at client and media relationships, written communication and creative thinking. Specialist with 5+ years experience in hospitality, lifestyle and B2C startups.

Work Experience

TAYLOR ENGERT PR

Freelance Publicist

Nov 2019 - present

- Independent contractor offering services in media relations, writing, strategy and event planning
- Increase brand awareness and credibility by ideating communications campaigns, developing brand messages, and providing press outreach for both national and regional media

PREZZROOM

Senior Publicist

Feb 2019 - Nov 2019

- Managed media relation strategies for startup brands focused on health and wellness, lifestyle and F&B
- Provided insights and offered recommendations on business-oriented challenges and opportunities
- Coordinated and hosted media desk side appointments each quarter
- Strategically launched multiple startups including Recoop, Momotaro Apotheca, MoveMe, The Good Hippie and more.

D&D PR

Account Executive

Feb 2018- Feb 2019

- Conducted media outreach on behalf of luxury travel clients worldwide
- Planned and hosted press trips with national and regional media contacts
- Facilitated partnership opportunities with various lifestyle partners
- Attended professional development conferences and classes

HAWKINS INTERNATIONAL PR

Assistant Account Executive

Jun 2016 - Feb 2018

- Promoted after one year at agency
- Participated in client and account team interactions, created client meeting and call reports, monthly reports and status docs
- Organized and hosted press trips to Grand Cayman and DUKES London
- Led the agency's internship program, which entailed recruiting and managing five interns per semester

Educational History

UNIVERSITY OF RHODE ISLAND

BA Communication Studies

Sept 2011 - Sept 2015

- Graduated Summa Cum Laude

SIGMA DELTA TAU MEMBER

Sept 2011 - Sept 2015

- Held Position of Standards Chair and Alumni Chair

Skills Summary

Client Management
Remote Communications
Media Relations
Constant Contact
Cision / Muck Rack
Strategic Planning

Past/Current Clients

**small sampling*

Westin Grand Cayman	Omni Hotels
IV Beacon	Cox & Kings
Caraway Home	ClassTag
Ooni Pizza Ovens	ASU Online
RIND Snacks	Waxing Kara
Keswick Hall	PAAVANI
Turnkey Vacation Rentals	Model No.