

TAYLOR ENGERT

PR PROFESSIONAL

EXPERIENCE

TAYLOR ENGERT PR

2019 - Present

Freelance Publicist

- Serve as an independent communications extension, actively providing personalized strategy development, launch ideas, target audience identification and dedicated media relations efforts to ensure client's news, products and campaigns remain top of mind in today's fast-paced news cycle.

PREZZROOM

2018 - 2019

Freelance Publicist

- Manage media relations for six startup brands; focus on health and wellness, lifestyle and food and beverage
- Provide insights and offer recommendations on business-oriented challenges and opportunities
- Lead bi-weekly, individual client strategy and status meetings to ensure short- and long-term campaign goals are being achieved
- Coordinate and host media desk side appointments

D&D PR

2018

Account Executive

- Conducted media outreach on behalf of luxury travel clients worldwide
- Drafted and disseminated press materials
- Hosted press trips with national and regional media contacts
- Monitored media coverage and reported results to client
- Facilitated partnership opportunities with various lifestyle partners when appropriate
- Attended professional development conferences and classes

HAWKINS INTERNATIONAL


2016-2018

Assistant Account Executive / Internship Coordinator

- Promoted after one year at agency
- Participated in client and account team interaction, creating client meeting and call reports, monthly reports and status documents
- Vetted and coordinated media and influencer site visits
- Lead the agency's internship program, which entailed recruiting and managing five interns per semester



CONTACT

 (914)-582-7203

 taylorenkert93@gmail.com

 1400 Hudson St, Hoboken NJ

EDUCATION

2011-2015

UNIVERSITY OF RHODE ISLAND

BA Communication Studies

Summa Cum Laude

2011-2015

SIGMA DELTA TAU MEMBER

Held Position of Standards Chair and Alumni Chair

SKILLSET

- Leadership
- Media Appointments
- Crisis Management
- Media Relations
- Event Planning
- Strategic Planning
- Public Speaking
- Recruiting
- Microsoft Office
- Constant Contact
- Cision / MuckRack
- Social Media