

# DREW AARON TAYLOR

415 E. Collegedale Apt. D  
Troy, Alabama  
36081

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**Education:** Troy University Troy, AL  
Expected Graduation: May 11, 2012 GPA: 3.4/4.0  
Major: Broadcast Journalism Contract/Minor: Public Relations

## Work Experience:

- Summer 2011: **Public Relations- Silver Sands Factory Stores:** Miramar Beach, FL  
Worked along side a team of Public Relations and Marketing professionals at the nation's largest designer outlet center with over 100 designer names and stores. Received practical hands-on experience with real-life marketing situations and contributed in event planning, marketing communications, social media tracking, store evaluations and tenant photography. Wrote and edited press releases, newsletters, photo cut-lines and blogs for upcoming events and promotions. Also designed tenant presentations and contributed advertising photos for the website and blogs.
- 2009-2010: **Troy University Athletic Media Relations:** Troy, Alabama  
Contributed to Troy University's athletics by announcing sporting events, running cameras and writing articles.
- Summer 2010: **30A Shade Beach Service:** Seagrove Beach, Florida  
Developed and implemented advertising strategies, led beach recreation, and worked closely with the owner to improve the business's consumer reach.
- 2003-2009: **Water-Color Inn and Resort:** Seagrove Beach, Florida  
Assisted in event preparations, as well as guest relations while working on the resorts beach service.

## Technical Knowledge:

Basic Knowledge and college courses in Adobe: In-Design, Photoshop CS3-CS5, and also Microsoft Office: Power Point, Word and Excel. Also very extensive experience in photography concerning portraits, product photography, color-slide and black and white film.

## Troy University Achievements and Extracurricular Activities:

- Spring 2010-Present: **Lambda Pi Eta:** The Official Communications Honor Society of the National Communication Association.
- 2010-2011: **The Palladium- Troy University Yearbook:** Editor in Chief; organized and developed the 2010-2011 yearbook. Also, delegated topics and oversaw 18 writers and editors.
- 2008-2010: **The Palladium- Troy University Yearbook:** Wrote sports articles about various collegiate athletes and events throughout Troy University.
- 2009-2011: **Advertising/Public Relations Society:** Worked with a student organization to develop ad-campaigns, news releases, print advertisements and radio commercials for local businesses.
- 2009-2010: **Troy University Environmental Club:** Assisted in Event development and preparations such as cookouts and fundraisers.
- Fall 2007- Spring 2009: **Troy University Track and Field member:** Contributed to three successful seasons running the 400 meter, 800 meter and 400 meter relay under Head Coach Jill Lancaster.
- Fall 2007- Spring 2009: **Troy University Cross Country member:** Contributed in a very successful program ending in a Team Academic All-American award under Head Coach Jill Lancaster.
- Fall 2008: **Team Academic All-American for Cross Country**
- 2008-2009: **Sunbelt Conference 3.0 GPA Recognition:** Four consecutive semesters of a 3.2/4.0 GPA or better.

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## References

### **Dr. Jefferson Spurlock**

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### **Mrs. Katie Johnson**

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### **Professor Steve Stewart**

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### **Professor Doc Kirby**

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