

TAYLOR BOWEN

Skilled and Determined Creative Mind

Winter Garden, FL

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tbowenwork.com



EDUCATION

FLORIDA UNIVERSITY

MA in Mass Communications with a Digital Strategy Specialization, Spring 2021

Schoolwork includes

- Social Media Marketing: TikTok assignment that went viral with over 80.5k views
- Classes such as Video Storytelling, Corporate PR, and Copywriting for Digital Messaging

BUTLER UNIVERSITY

BA in Art Plus Design, 2018 | BA in Digital Media Production, 2018

CAREER HIGHLIGHTS

Opening Teams

- Coronado Springs Reimagination - Collaborated with communications teams (Public Relations, Media Relations, Internal Communications) to provide multimedia assets to create stories for social media channels and partnered with Executive Communications team to brainstorm innovative opening weekend events for our media guests
- Star Wars Galaxy's Edge and Rise of the Resistance - Partnered with Cast Activities to throw a fantastic SWGE themed opening day and was a member of the Guest Theming and Flow team where we ensured each Cast Member lived their Star Wars story
- Toy Story Land - 1 of 5 College Program Photopass Photographers chosen for the opening team

EXPERIENCE

MARKETING AND COMMUNICATIONS SPECIALIST - PREVIOUS SOCIAL MEDIA CONTENT CREATION

HeR Interactive, Seattle, WA | June 2020 - Present / May 2017 - September 2018

- Produce and develop high-quality digital content for our website, weekly vlog with 15.2k subscribers, and the Amateur Sleuth Blog with over 2k weekly readers
- Review analytics on performances, views and engagements to make recommendations for future campaigns
- Utilize animation, graphic design, videography, and photography to create compelling and engaging content across social platforms such as Instagram, Facebook, Twitter, Pinterest, YouTube, and LinkedIn
- Designed and managed the social media marketing plan for the launch of Nancy Drew: Codes & Clues
- Research and identify industry trends within the fan base to understand their preferences and how best to inform and engage creatively

INTERNAL COMMUNICATIONS PROFESSIONAL INTERN | PUBLIC AFFAIRS

Walt Disney World Parks and Resorts | January 2019 - April 2019

- Supported communication strategies by utilizing storytelling to inspire CMs through captivating content
- Participated in weekly content planning meetings for Eyes and Ears, the HUB, and various other internal digital platforms by group brainstorming to create innovative, transformative, disruptive, and fresh ideas
- Utilized graphic design to create communication templates and graphics for the HUB's Template Center
- Managed the content publishing system for the HUB landing page news, events, and offers
- Designed and published a weekly pocket guide produced for Cast Members at each park and Disney Springs

RESORT OPERATIONS ASSISTANT TA | DISNEY'S CORONADO SPRINGS RESORT

Walt Disney World Parks and Resorts | April 2019 - October 2019

- Created and executed Walt Disney World's first resort fashion show to debut the new "Reimagination Collection," and utilized partnerships to get coverage by the Parks Blog, the Hub Site, and Yellow Shoes
- Photographed new food offerings from Three Bridges for the Parks Blog and various social media platforms

SOCIAL MEDIA CONTENT COORDINATOR

Butler University Volunteer Center, Indianapolis Indiana | November 2014 - January 2018

- Raised Instagram followers by 63% and Twitter followers by 12%

SKILLS

SharePoint, Slack, Zoom, Outlook, DSL Photography, Social Media Content Creation including TikTok, Facebook Blueprint, Twitter Flight School, Hootsuite, and Google Analytics | Advanced knowledge in Graphic Design, Audio and Video production, Adobe Creative Suite | Basic Knowledge in animation (Maya, 3-D Max, Cinema 4D)