

T/L

Taylor Leddin

OBJECTIVE

Since obtaining my degree in interpersonal communication, I have been gaining hands-on experience in Public Relations and Journalism, and am looking to expand my professional experience in the editorial realm by working with a team to develop content important to the publication's audience.



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EXPERIENCE

2017 – Present

Lead PR Associate • *Laura Orrico Public Relations* • Chicago, IL

- Daily contact with each client account
- Spearheaded creation of promotional materials for each client
- Ghostwrite materials for client use
- Communicate with national press and media on a daily basis
- Develop company material for internal and/or client use that is in line with our company culture

2015 – Present

Staff Writer • *The American Genius* • Remote

- Published 300+ articles on the subjects of: business, tech, social media, organization, and productivity
- Pitch story ideas and angles to the editor each month
- Conduct interviews with experts to enhance stories

2013 – 2014, 2016 – 2017

Salon Coordinator • *Tre Volte Salon* • Orland Park, IL

- Acted as the hub of communication between clients and stylists
- Developed and utilized the salon's social media to gain exposure and to increase traffic
- Secured local press for the salon
- Assisted in developing monthly promotions for the salon

EDUCATION

Illinois State University – Graduated May 2016

- Bachelors of Arts in Communication Studies
- Member of the University's Honors Program
- Article from *The American Genius* was implemented into the School of Communication curriculum/syllabus

INVOLVEMENT

Her Campus – Staff Writer, 2015-16

- Pitch, create, and promote stories
- Partnered and volunteered for Her Campus's partnership with "To Write Love on Her Arms"

The Vidette – Copy Editor, 2014-15
News Writer – 2015-16

- Fact-check, edit, and re-write stories before papers went to print
- Participated in pitch meetings to receive story assignments for print and online editions
- Attended university events for on-scene coverage and conducted interviews with key players at the university