

Michaela Taylor

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EXPERIENCE:

Book Tour Intern | Operation HOPE | Remote | April 2024 – Present

- Contribute to project management with the Deputy Chief of Staff involving the CEO's book tour events.
- Coordinate meetings via Microsoft Teams and actively engage in meetings with the Chief of Staff or other employees involved with managing book tour events.
- Manage Google sheet and Trello cards to ensure data is current regarding the CEO's book tour events.
- Reach out to bookstores to collaborate with the CEO's speaking engagements to facilitate a book selling component and book signing opportunity.

Client Communication Lead | Public Relations Campaigns Course | Eugene, OR | April 2024 – Jun. 2024

- Coordinated meetings with client to get approvals for social media deliverables.
- Assigned tasks to team to develop a social media strategy.
- Created 25 social media posts, a brand kit, logo, list of blog ideas and a social media guidebook as a team.

Public Relations and External Education Team | Oregon Accelerator | Eugene, OR | Jan. 2024 – Jun. 2024

- Developed engaging educational content focused on student-athlete NIL (Name, Image, Likeness) for dissemination across social media platforms and primary website.
- Conducted social media audits for student athletes to ensure online presence aligns with personal branding and collegiate guidelines.

Events Director | UO Public Relations Student Society of America (PRSSA) | Eugene, OR | Sept. 2023 – Jun. 2024

- Created engaging events for PRSSA chapter members (approx. 30-60) like fundraisers and assist with their professional development journey through workshops.
- Collaborated with each member of the Executive Board to ensure that events are planned within budget and do not interfere with other chapter obligations.
- Managed events committee and delegated tasks to committee members.
- Facilitated sponsorship donations by drafting letters and reaching out to local businesses.

Teacher's Aid | Transfer Seminar, Eugene, OR | Sept. 2023 – Dec. 2023

- Created engaging weekly mentimeter presentations to record attendance and involvement of (20 students).
- Communicated with transfer students and provided input on resources tailored to their educational goals.

Intelligence Analyst | U.S. Army | Fort Carson, CO | July 2016 – Feb. 2020

- Maintained great communication skills in a fast-paced environment while actively monitored, analyzed, and disseminated reports to other intelligence professionals via secured emails on classified networks.
- Took initiative and directed aerial assets daily to collect vital intelligence (approx. 260 times).
- Adapted to change in a constantly changing environment and mission.
- Prepared daily PowerPoint presentations (approx. 270) with map graphics and current reporting to brief senior leaders during our deployment in Afghanistan.

SKILLS:

Social Media: Instagram, TikTok, Facebook, X, Snapchat, YouTube, LinkedIn, WordPress and BeReal

Programs: Adobe Premiere, Adobe Photoshop, Adobe Express, Canva, CapCut, and iMovie, MuckRack, Podio, Slack, Trello and Wix

EDUCATION:

University of Oregon

B.A. Public Relations | Minor in Sports Business | 2024

2024 Liz Cawood Award Recipient

For my services to the public and to PRSSA as Events Director