Taylor E. Thompson

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EDUCATION

University of Southern California, Los Angeles, CA — *Current*
Thornton School of Music | MS Music Industry — *Anticipated Graduation: December 2021*
Music Supervision/Visual Media | Live Promotion/Touring

University of Cincinnati, Cincinnati, OH — *2017-2020*
Lindner College of Business | BBA Marketing | Electronic Media Minor — *GPA: 3.98*
Dean's List: Fall 2017-Summer 2020

INDUSTRY EXPERIENCE

Marketing Project Intern — *January 2018-Current*
University of Cincinnati, Department of Experience-Based Learning and Career Education — *Cincinnati, Ohio*
- Assisted the Marketing and Promotions Coordinator with social media campaigns
- Created social media contests to generate content and engagement
- Maintained up-to-date database records

Talent & Marketing Intern — *August 2019-December 2019*
AGAR — *Cincinnati, Ohio*
- Booked 80+ live talent acts for a variety of events such as BLINK festival and Queen of the Wing Festival
- Coordinated stage management during live events
- Created and execute social media marketing plans

Marketing Intern — *May 2019-August 2019*
PromoWest Productions — *Columbus, Ohio*
- Updated in-house promotional tools such as marquees and websites
- Worked events to setup and tear down equipment and distribute promotional material
- Created and implemented marketing campaigns for assigned shows and conducted marketing research
- Organized and maintained paid advertisements, listings, and features in print and online media

LEADERSHIP EXPERIENCE

Assistant Vice President of Chapter Development — *January 2019-December 2019*
Phi Mu Fraternity, Delta Zeta Chapter — *University of Cincinnati*
- Planned, ordered, and facilitated weekly dinners for 150+ members
- Delegated set-up/clean-up tasks to a committee
- Assisted the Vice President with planning and preparing for weekly chapter development meetings required for all members

Assistant Secretary — *January 2018-April 2018*
Phi Mu Fraternity, Delta Zeta Chapter — *University of Cincinnati*
- Created weekly calendar of events and deadlines to be distributed to 150+ members
- Gathered and relayed information on dates, events, and deadlines to be included in a biweekly email
- Assisted the secretary with record keeping of which members attended each event

Co-Publicity Chair — *January 2019-April 2019*
University of Cincinnati Choruses — *University of Cincinnati*
- Posted on multiple forms of social media 3+ times each week to showcase the organization and grow membership
- Collaborated on designing flyers, apparel, and graphics for 100+ members