

LACRETIA TAYLOR

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For more information:

[Visual CV](#) [Ready Heart Blog](#)
[Linked In](#) [Twitter](#)

Relevant Experience**Freelance Writer and Editor**

December 2010 – Present

Self-Employed – Bothell, WA

- o Research, write and edit initial manuscript for Heather Huhman of Come Recommended
- o Content focused on Generation Y in the workplace
- o Create, edit and post content for personal design blog, [Ready Heart](#)

Senior Administrative Assistant

August 2009 – December 2010

University of North Texas Health Science Center – Fort Worth, TX

- o Edit, proofread and prepare requests for proposals for disbursement to potential vendors
- o Create reports and promotional materials for University administration, patients and vendors
- o Collaborate with key administrators to coordinate meetings and internal project management

Sorority Coordinator – Collegiate Resources

January 2010 – Present

Gamma Phi Beta International Sorority – International Volunteer

- o Create original logo designs and marketing materials for sorority excellence evaluation programs
- o Assist over 60 collegiate chapters in 22 states in program development and policy adherence
- o Identified and evaluated internal and external communication opportunities with alumnae, advisors, corporation boards, international council members and international headquarters staff

Collegiate Leadership Consultant

June 2008 – May 2009

Gamma Phi Beta International Sorority – Centennial, CO

- o Designed recruitment marketing plan for struggling chapter, resulting in 100% membership growth
- o Developed communication plan and year-round public relations plans for 11 collegiate chapters
- o Generated social media guidelines and initiatives regarding public image
- o Implemented engagement activities and member retention events for more than 1,000 collegians, resulting in 7% increase in membership levels and enhanced member engagement

Writing Tutor

January 2005 – May 2008

Washington State University Writing Center – Pullman, WA

- o Improved internal communications vehicles as liaison to managerial staff; led all-tutor meetings
- o Mentored and directed up to 45 tutors in Administrative Tutor role
- o Advised and facilitated more than 115 students in peer-tutorial set English classes
- o Helped students develop skills to recognize and respond to strengths and challenges in writing

Awards and Associations**Membership Vice President, Greater Fort Worth Alumnae Chapter**

June 2009 – Present

- o Recruit recent Gamma Phi Beta graduates and alumnae initiates and plan chapter events

Washington State University President's Award Recipient

April 2008

- o Annual award for exceptional leadership and service to WSU and community; given to less than 1% of WSU students

University President Elson S. Floyd's Student Advisory Board Member

January 2008 – May 2008

- o One of 10 members to represent interests of 18,000 undergraduate students to WSU administration

Education

Washington State University – Pullman, WA

August 2004 - May 2008

Major: Communication, emphasis in Public Relations

Minor: Psychology

Bachelor of Arts – Cum laude graduate, Edward R. Murrow College of Communication

References and writing samples available upon request