

Taylor Zito

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EDUCATION

Georgia Southern University

Bachelor of Science in Public Relations

GPA: 3.65

Statesboro, GA

May, 2020

Study Abroad with Oglethorpe University

Gender, Culture & Communication

Culture, Values & Global Citizenship

Rome, Italy

Summer 2019

AWARDS

Hope Scholarship Recipient, 2018 President's List, Fall 2016, Fall 2017, and Spring 2018 Dean's List

PROFESSIONAL EXPERIENCE

Sitters by The Shore | Childcare Provider- Saint Simons Island, GA

May 2019 - Present

- Ensure children are fed, bathed, and put to bed before parents return home
- Organize and clean the property as needed
- Coordinate play dates with other childcare providers and families

LifeVantage | Distributor- Saint Simons Island, GA

May 2017 - Present

- Utilize social media and word of mouth marketing to connect with potential customers
- Developed an in-depth understanding of nutraceutical supplements and educate the target market on product benefits over health + wellness
- Attend digital and in person global wellness seminars focused on strategic network marketing, promotion, and brand identity

The Brand Girls | Intern + Brand Ambassador- Statesboro GA

Jan. 2019 – May 2019

- Selected based on leadership and presentation skills from 500+ next generation leaders as one of 14 to be a part of VIP Ambassador program
- Personally hosted parties, 1 hour long Brand Ambassador on-site-campus informational events for women
- Worked directly with Ambassador Director to brainstorm, collaborate, and execute marketing strategies focusing on increasing brand awareness
- Built powerful relationships by educating potential clients on brand's mission, product offerings, pricing, and programming
- Key skills obtained: network marketing, personal pitching, stylizing an event, event execution, etc.

Sea Island Company | Fitness Coordinator- Saint Simons Island, GA

Aug. 2015-Dec. 2018

- Created a welcoming and upscale environment for members by overseeing fitness floor, assisting with equipment, and scheduling fitness classes
- Utilized Report Suite and Excel to track daily visitors, class attendance, and merchandise purchases
- Worked closely with hiring manager, spa + fitness manager, and fitness director to ensure that all classes and training sessions are documented for efficiency

INVOLVEMENT

Kappa Delta Sorority, Member + Volunteer – Georgia Southern University

Fall 2016 - Present

- Attend weekly chapter meeting with 200+ members to learn about events, philanthropy efforts, and sisterhood activities
- Work directly with Sisterhood Chair to planning and executing events focused on building relationships among members
- Act as a mentor to 25+ local Girl Scouts, as well as coordinate and host events focused on enhancing confidence
- Collaborate with parent's weekend and homecoming committees to set up events and actively promote homecoming activities to the student body

Phi Eta Sigma, Member – Georgia Southern University

Fall 2016 - Present

The National Society of Collegiate Scholars, Member – Georgia Southern University

Fall 2017- Present

Public Relations Student Society of America, Member – Georgia Southern University

Fall 2018- Present

The Brand Girls 20+ hour Career Development Course, Professionally Certified

Spring 2019

- Successfully completed 20+ hours of professional branding + career development
- Coursework included: personal pitching, professional networking, and empowering females through two strategic calls

SKILLS

Relationship Development + Management, Organizational + Team Leader, Customer Relations, Integrated Marketing, Branding + Identity, Proficient in Microsoft, InDesign, and SPSS.