

TAYLOR ENGERT

PUBLIC RELATIONS PROFESSIONAL

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EXECUTIVE SUMMARY

Creative, dedicated and organized professional who excels at client and media relationships, written communication and creative thinking. Specialist with 5+ years experience in hospitality, lifestyle, design and B2C startups.

SKILLS SUMMARY

- Client Management
- Remote Communications
- Media Relations
- Influencer Relations
- Constant Contact
- Muckrack, Cision
- Strategic Planning
- New Business
- Press Trips / Desksides

PAST/CURRENT CLIENTS

*SMALL SAMPLING

- Caraway Home
- Echelon Fitness
- RIND Snacks
- Ooni Pizza Ovens
- Model No.
- Elephant in a Box
- Storkcraft
- Maureen Stevens Designs
- TULIP Fertility
- Waxing Kara
- Eczema Honey
- Ando
- Omni Hotels & Resorts
- XV Beacon
- The Watergate Hotel
- Keswick Hall
- The Glenmark Hotel
- TurnKey Vacation Rentals
- Cambria Sonoma
- DUKES London

WORK EXPERIENCE

PR Consultant

Independent Contractor | 2019 - Present

- Independent contractor offering services in media relations, writing, strategy and event planning
- Increase brand awareness and credibility by ideating communications campaigns, developing brand messages and providing press outreach to national/regional media
- Vet and coordinate influencer campaigns and partnerships
- Clientele spans travel, lifestyle, design and D2C brands

Senior Publicist

Prezzroom | Feb 2019 - Nov 2019

- Managed media relation strategies for startup brands focused on health and wellness and consumer packaged goods
- Provided insights and offered recommendations on business-oriented challenges and opportunities
- Strategically launched multiple startups including Recoop, Momotaro Apotheca, MoveMe, The Good Hottie and more

Account Executive

D&D PR | Feb 2018 - Feb 2019

- Conducted media outreach on behalf of luxury travel clients worldwide
- Planned and hosted press trips with national and regional media contacts
- Facilitated partnership opportunities with various lifestyle partners
- Attended professional development conferences and classes

Assistant Account Executive

Hawkins International PR | Jun 2016 - Feb 2018

- Promoted after one year at agency
- Participated in client and account team interactions, created client meeting and call reports, monthly reports and status documents
- Organized and hosted press trips to Westin Grand Cayman and DUKES London
- Led the agency's internship program, which entailed recruiting and managing five interns per semester

EDUCATION HIGHLIGHTS

University of Rhode Island

BA Communication | 2011 - 2015

- Graduated Summa Cum Laude
- Sigma Delta Tau Alumni, Standards Chair