



# Taylor Miller

Communications, Marketing, and Leadership



ScantoConnect

## Contact me

- 📞 Not publicly available.
- 📧 Not publicly available.
- 📍 Fort Lauderdale, FL

TaylorBranded.com - TaylorChapters.com

## Defining the who behind what you do.

Through storytelling, creating branded content, and implementing guidelines to keep all elements consistent, I enhance user experience by making it easy, memorable, and engaging. I ensure content is SEO optimized, landing pages convert, and every ongoing marketing strategy is properly A/B tested for continuous improvement. I have written and managed publications for a variety of industries like; law enforcement, real estate, SEO companies, yachting, hospitality, and dermatology. I strengthen their reach and brand reputation through public relations strategy and relationship management. I am a motivating leader and people person.

## Park University

📍 Parkville, Missouri

Bachelor's in communication arts - journalism.  
 Minor: Spanish | GPA: 3.8 | Year: 2014-2017

Graduated top 15% with honors (*Magna Cum Laude*).

Two journalistic awards of academic excellence.

## Skill Highlights

★ Leadership

★ Problem Solving

★ Project Management

AI Proficient: +10 Tools.

Language: English (Native), Spanish (Fluent)

CRM: Sales, & Lead Management CRMs.

Email: Mailchimp, Stripo, +5.

PR Tools: Cision & Muck Rack.

Analytics: SEM Rush, Youtube and Google Analytics.

Video Production: Capcut, Canva, +3

## W. Experience

### Galderma

Senior Communications Specialist

May 2025 - Present

- Contributed to the development and execution of internal and external communications strategies and deliverables.
- Produced social media visuals and captions, video scripts, internal facing articles, newsletters, and ongoing email communications.
- Identified media pitch opportunities and interviewed key industry leaders at major events.
- Managed communications calendar and outreach lists while coordinating with agency partners and cross-functional teams to communicate key messages.

### Q Link Wireless & Hello Mobile

Communications Manager

Aug, 2023 - Nov, 2024

- Led a cross-functional team of copywriters, marketing, SEO specialists, and graphic designers to achieve business objectives.
- Collaborated with marketing, customer service, and dev teams to ensure consistent messaging across all customer touchpoints, like social media, web content, landing pages, and ad copy.
- Created style guides and brand guidelines while implementing an omnichannel communications strategy.
- Optimized copy performance through ongoing email marketing analytics and A/B testing.

### King Goose Hospitality - Julia & Henry's

PR & Communications Manager

Aug, 2022 - Aug, 2023

- Managed media relations by writing press releases, newsletters, and blog posts while building media outreach lists.
- Conducted interviews and coordinated media and influencer collaborations while planning broader communications strategies.
- Monitored media mentions and analytics to optimize brand reach and audience engagement.

### Professional Law Enforcement Training

Digital Media/Communications Specialist

Apr, 2021 - Aug, 2022

- Created digital content, including video editing and production, social media, and email copywriting.
- Designed marketing and promotional materials and managed business proposal editing and preparation.
- Coordinated with instructors nationwide and assisted with website design and updates.

### M. Roberts Media

Bilingual Multimedia Journalist

Jan, 2020 - Apr, 2021

- Wrote articles in both English and Spanish, created video news updates, and translated top articles.
- Covered events, government, and feature stories, with occasional crime reporting.
- Managed photography for articles and was a spokesperson for spanish social media content.

### Spanish Government - Ministry of Culture

English Teacher

Sep 2017 - Jun 2019

- Worked as a language and culture assistant in Spanish public schools for two academic years, creating lessons and games to help students improve pronunciation, expand vocabulary, and learn about North American culture while further developing my Spanish language skills.

Tailor your brand.