

# KELLIE TAYLOR

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## OBJECTIVE

Professional communications and operations with 5+ years of experience in public relations, media production, and digital marketing. Skilled at managing cross-functional campaigns that strengthen brand visibility, optimize performance, and drive measurable business growth.

## CORE COMPETENCIES

- Analytics and Performance Reporting
- Campaign and Brand Management
- Content Creation and Storytelling
- Digital and Social Media Strategy
- Executive and Cross-Functional Support
- Event and Production Management
- Partnership and Sponsorship Development
- Public Relations and Media Outreach
- Strategic Operations and Workflow Optimization

## PROFESSIONAL EXPERIENCE

### J. McKee & Co.

#### Public Relations Specialist

New York, NY

July 2024 – Present

*Boutique PR and marketing agency specializing in brand storytelling, experiential activations, and strategic media relations for high-impact brands, talent, and social-impact organizations.*

#### Core Responsibilities:

- Lead client PR and media relations programs, translating brand objectives into strategic communications plans across earned, digital, and experiential channels to increase visibility and engagement.
- Manage awards and speaking programs, identifying opportunities, crafting submissions, and amplifying results to strengthen executive visibility and thought leadership.
- Develop and present data-driven analytics and performance reports, tracking share of voice, coverage, and engagement metrics using tools such as Muck Rack, Cision, Google Workspace, and Monday.com to inform strategy and storytelling.
- Oversee press materials, newsroom content, and media databases, collaborating cross-functionally with creative, digital, and influencer teams to ensure consistent messaging, content alignment, and cohesive campaign execution.

#### Key Achievements:

- Delivered 10+ consumer PR and marketing campaigns, generating \$250K+ in new business and securing two client renewals through structured playbooks, precise execution, and efficient resource management that increased team productivity by 30%.
- Boosted client brand visibility across 20+ national outlets (Essence, Forbes, Variety, CBS News, GMA), reaching 21.6M+ and surpassing visibility targets by 35% through targeted pitching and media relationship building.
- Produced high-impact experiential activations, including a Live Nation partnership for the *Fine Wine Festival at Citi Field featuring Jermaine Dupri*, achieving 704K+ viewers, 13.2K+ engagements, and a 221% YoY reach increase driven by data-backed audience insights.
- Developed and executed PR campaigns for nonprofit client *Girls With Impact (GWI)*, advancing young women in leadership and business; secured Fast Company coverage and expanded brand awareness across key markets through strategic media outreach and CEO thought-leadership positioning.

### Mind Money Media Inc.

#### Strategic Communications & Operations Lead

July 2020 – May 2024

*Production company founded by journalist Stacey Tisdale, focused on creating multimedia content that advances economic equality, financial literacy, and behavioral finance education through video, live events, and digital storytelling.*

#### Core Responsibilities:

- Oversaw daily operations, executive support, and production logistics for the Founder and CEO, managing workflows across creative, digital, and partnership teams to ensure timely execution of projects and initiatives.
- Managed end-to-end multimedia production, including pre-production planning, guest coordination, on-site execution, and post-production delivery for radio, video, and digital segments.
- Executed digital marketing and communications initiatives across social media, newsletters, and email (Mailchimp), maintaining cohesive messaging and supporting audience engagement and brand growth.
- Coordinated partnership outreach, sponsorship deliverables, and branded content development in collaboration with editors, videographers, and designers, while streamlining administrative systems to enhance scheduling, communication, and production efficiency.

#### Key Achievements:

- Produced more than 40 Wealth Wednesday radio segments (financial-literacy brand co-hosted by Angela Yee and Stacey Tisdale) on iHeartMedia's The Breakfast Club and Way Up With Yee, leading guest booking, run of show, digital promotion, and analytics to reach over 1 million listeners.
- Generated over \$1 million in client revenue, including three campaigns closed within one week, and supported 10 successful launches driving 40% quarterly growth through cross-channel B2C and B2B campaigns across social, digital, radio, and influencer partnerships.
- Influenced \$3 million in sponsorships by developing partner packages informed by audience insights, social listening, and attribution testing, increasing reach by 40% and engagement by 25% on YouTube and Instagram.
- Managed brand activations and major event productions (including 40/40 Club and NASDAQ MarketSite), implementing workflow automation and budget tracking systems that reduced overhead by 30% and improved campaign delivery, compliance, and ROI tracking.

## INTERNSHIP EXPERIENCE

### Northwestern Mutual

#### Recruitment Intern

- Built recruiting dashboards and sourced diverse candidates, directly contributing to a key financial advisor hire and strengthening DEI recruitment pipelines.

South Norwalk, CT

June 2022 – August 2022

### Connecticut General Assembly

#### Legislative Intern, Representative Stephanie Thomas

- Researched policy and drafted briefs that informed legislative proposals for (now) Secretary of State Stephanie Thomas; co-authored public messaging and video content to enhance constituent engagement and transparency.

Hartford, CT

January 2022 – May 2022

### AXA XL

#### Global Head of Inclusion & Diversity Intern

- Improved multi-region engagement by co-developing HR-compliant terms of reference and redesigning global I&D web page across five regions.

Stamford, CT

June 2021 – August 2021

## BOARD & LEADERSHIP

### Board Roles

- **Board Member**, *Youth Philanthropy Council, Fairfield County's Community Foundation*, (2024–Present)
- **Corresponding Secretary**, *National Coalition of 100 Black Women – New Haven Metro Chapter*, (2023–Present)
- **Board & Planning Committee Member**, *#100GirlsLeading, Inc.*, (2019–Present)
- **Acting Vice President & Board Member**, *Bridgeport East Side NRZ*, (2020–2024)

### Connecticut Leadership & Advisory

- **Vice President**, *Housatonic Community College Student Senate*, (2018–2022)
- **Appointed Member**, *CT State Community College Presidential Search Committee*, (2022)
- **Student Representative**, *CT Board of Regents for Higher Education – Student Advisory Committee*, (2021–2022)
- **Student Senate Representative**, *HCC Foundation & BCCY*, (2020 - 2022)
- **Member**, *CT COVID-19 Urban Strategic Advisory Committee*, (2020–2021)

### Professional & Community Leadership

- **Member**, *The Campaign School at Yale*, (2019)
- **Co-President**, *Youth United Habitat for Humanity – Coastal Fairfield County*, (2014–2019)
- **Member**, *Jack and Jill of America – Eastern Fairfield County Chapter*, (2012–2018)

## EDUCATION

### Morgan State University

*Bachelor of Science Degree, Management and Business Administration*

Baltimore, MD

Expected May 2027

### Housatonic Community College

*Associate of Science Degree, Computer Information Systems*

*Certificates, Software Development and Web Development*

- *Phi Theta Kappa International Honor Society, Cho Rho Chapter, Member 2019–2022, Treasurer 2020–2022*
- *The National Association for the Advancement of Colored People (NAACP), President 2020–2022*

Bridgeport, CT

May 2022