

Amaya Taylor

Sparks, NV • amayat@unr.edu

EDUCATION

University of Nevada, Reno – Reynolds School of Journalism, Reno, NV

Bachelor of Arts in Journalism

Emphasis: Public Relations & Advertising | Minor: Business Analytics

August 2024 – May 2028

Relevant Coursework: Media Writing, Media Production, Principles of Public Relations

CERTIFICATIONS

HubSpot Social Media Marketing Certification, HubSpot Academy

April 2026

- Developed skills in creating engaging digital content and leveraging user-generated content (UGC)
 - Analyzed campaign performance using metrics, ROI tracking, and social data insights
 - Implemented brand safety strategies and risk management practices in digital communications
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EXPERIENCE

Comet Yearbook, Nazareth, PA

Editor

August 2021 – May 2024

- Led content strategy and editorial planning for yearbook publication, ensuring cohesive messaging and branding
- Executed promotional campaigns that increased yearbook sales through targeted messaging and outreach
- Built relationships with local businesses to secure advertising partnerships, contributing to revenue growth
- Collaborated with cross-functional teams (design, photography, writing) to produce compelling visual and written content
- Managed deadlines and coordinated production timelines in a fast-paced environment

SKILLS

Public Relations & Communication:

Strategic Communication • Media Writing • Content Creation • Brand Messaging • Campaign Planning

Digital & Analytical:

Social Media Strategy • Audience Engagement • Performance Metrics & ROI Analysis

Professional Skills:

Adaptability • Organization • Team Collaboration • Relationship Building

Languages:

English (Native) • French (Intermediate)