

Amaya Taylor

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EDUCATION

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

Bachelor of Arts in Journalism

Emphasis in Public Relations and Advertising | Minor in Business Analytics

August 2024 - May 2028

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

CERTIFICATIONS:

HubSpot Social Media Marketing, HubSpot Academy

April 2026

- Crafting engaging content and using user-generated content (UGC)
- Measuring ROI, tracking metrics, and using social data to inform strategy
- Managing risk and establishing brand safety protocols

EXPERIENCE

Comet Yearbook, Nazareth, PA — Editor

August 2021 - May 2024

- Executed marketing campaigns for yearbook sales.
- Coordinated advertising sales efforts, contacting local businesses to secure ad placements in yearbooks.
- Curated and produced themed content/elements for yearbook spreads.

SKILLS

- Communication, Adaptability, Organization, Teamwork
- **Languages:** English, Intermediate French