

Taylor Kathryn Olson

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EDUCATION

Saint Joseph's University

Bachelor of Arts

Communications & Media Studies Major & Educational Studies Minor| 3.26 GPA

Philadelphia, PA

May 2025

ACTIVITIES AND AWARDS

- The Hawk Newspaper
- Dean's List

September 2022-May 2025

3 semesters

EXPERIENCE

Eleplan

NY, NY

July 2025

Marketing and Communications Intern

- Created and scheduled social media content for Instagram, LinkedIn, and Facebook to promote Eleplan's mission and increase audience engagement
- Collaborated with the design team to produce marketing materials in Canva and conducted market research to identify growth opportunities

SJU Department of English, Writing, and Journalism

Philadelphia, PA

Department Intern

January 2025-May 2025

- Research other Jesuit University English Department's social media presence to determine consistent posting for SJU
- Create a step-by-step guide on Canva to use Instagram for academic engagement

Right2Redemption

Philadelphia, PA

Social Media Consultant

January 2025-May 2025

- Co-developed a prototype for a digital campaign promoting social justice reform.

Spectrum360

Livingston, NJ

Communications and Marketing Intern

June 2024

- Developed and implemented content to be used across various social media platforms such as Instagram and Facebook. Supporting the Communications and Community Relations team
- Participated in the planning of strategic communication efforts by communicating with various staff members and receiving feedback about the projects and tasks assigned
- Helped design and launch an internal newsletter by using a variety of graphic design websites such as Canva

AnaOno Intimates

Philadelphia, PA

Social Media Consultant

January 2024-May 2024

- Created a social media marketing campaign strategy on TikTok or Instagram to communicate AnaOno's mission of chest inclusivity being the standard, not the exception.
- Asked a design question that is directly related to the mission of AnaOno and the direction that we wanted to bring it
- Educated people about the breast cancer community to spread information and awareness

LEADERSHIP EXPERIENCE

Jockey Hollow Girl Scout Camp

Morristown, NJ

Unit Leader

July 2023- August 2024

- Supervised and provided activities for a unit of 10-20 girls, promoting friendship, girl planning, camping skills, and appreciation for the outdoors and completed paperwork for parents and provided alternative activities on rainy days

SKILLS & LANGUAGES

Microsoft Applications (Excel, PowerPoint, Word), Paylocity, Filezilla, Firefox Developer, Adobe Applications (Photoshop, Audition, Lightroom) Canva