

Taylor Powell

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Profile

Graduating senior at the University of Dayton with a degree in Communications (Media Production concentration) and a minor in Public Relations. Experienced in live broadcasting, content creation, and brand communications. I operate at the intersection of media production, public relations, and social impact. I'm seeking roles that allow me to craft strategic narratives, build strong relationships, and amplify voices that deserve to be heard.

Education

Andrean High School, Merrillville, IN, 2022

Honors Diploma

University of Dayton, Dayton, OH, Anticipated May 2026

B.A., Communications, Concentration in Media Production, Minor in Public Relations, Honors Student – GPA 3.6

Relevant courses include basic and advanced video production, audio production, scriptwriting, sports writing, advanced PR writing, public speaking, graduate course in online & digital public relations, Adobe Premier, and Adobe After Effects.

Work Experience

University of Dayton, Dayton, OH

May 2024 - Present

Flyer TV Manager

- Mentored and guided peers in all aspects of video production, including scriptwriting, cinematography, and post-production editing, to achieve high-quality results.
- Collaborated with ESPN+ to film University of Dayton sporting events, contributing as a technical director, camera operator, graphics designer, and instant replay technician.
- Played integral roles in various in-studio productions, serving as talent manager, camera operator, director, and on-camera talent, ensuring seamless execution of live and recorded content.
- Oversee university media equipment reservations by managing fellow student managers, developing and maintaining an efficient checkout system, ensuring all equipment is organized and accounted for, and training students on proper usage and best practices.

University of Dayton, Dayton, OH

August 2024- Present

ASI Mentor/Student Teacher

- Guided first-year students through a weekly class, providing insights into the Communication major and fostering academic and personal growth.
- Designed and delivered lesson plans focused on utilizing University of Dayton resources while assessing and grading assignments to reinforce learning objectives.
- Served as a trusted mentor and resource, offering personalized advice and support to help students successfully navigate their first semester on campus.

University of Dayton, Dayton, OH

August 2025 – May 2026

PRSSA Vice President

- The Public Relations Student Society of America cultivates a favorable and mutually advantageous relationship between students and professional public relations practitioners and fosters understanding of current theories and procedures of the profession.
- Motivated and engaged chapter members through leadership, communication and professional development initiatives.
- Supported the president in coordinating chapter operations, programming and committee activities and assumed presidential responsibilities when necessary.
- Advised chapter leadership on strategic goals, programming ideas and member engagement initiatives.

- Connected members with professional opportunities through PRSA New Professionals and Associate Membership resources.
- Organized and led a Black History Month workshop examining current DEI executive orders, corporate responses and best practices for executing authentic BHM campaigns in public relations.

SPENGA, Valparaiso, IN – Dayton, OH

May 2023 – Present

Fitness Instructor/PR Consultant

- Instructed dynamic, one-hour fitness classes combining cycling, strength training, and yoga, tailored to diverse skill levels and fitness goals.
- Ensured member safety by providing clear fitness cues, demonstrating proper equipment usage, and fostering a supportive, motivational environment.
- Designed customized playlists and choreography aligned with client goals and the company’s brand identity, enhancing the overall class experience.
- Managed content creation for two social media channels (Instagram and Facebook), maintaining a consistent and uplifting brand presence.
- Achieved recognition as the top membership seller within the first month of employment.
- Facilitate clear and effective communication between franchise owners and staff to ensure alignment on goals.

YoungPop Media, San Diego, CA

August 2024 – January 2026

Remote Production Intern

- Collaborate with freelance film producer David Sawicki to develop creative concepts for various media projects, with a primary focus on "We Made San Diego," a video podcast series highlighting Latino history in San Diego.
- Design promotional content for social media platforms using Adobe Photoshop, Premiere Pro, and Audition to enhance audience engagement and visibility.
- Serve as a remote production assistant during video podcast recordings, providing input on production improvements and creative direction.
- Write and distribute press releases for publicity events and film festivals featuring project work, ensuring media outreach and event success.
- Develop and implement social media strategies to effectively promote projects and increase audience reach.

ScreenApp, Sydney, Australia

May 20224 - July 2024

Public Relations Intern

- Curated content across four social channels (TikTok, Instagram, YouTube, and LinkedIn) ensuring a cohesive online brand identity.
- Pitched, developed, and produced short video content on TikTok with highest viewer count for the company resulting in increased brand awareness.
- Tracked, analyzed and reported weekly analytics and KPIs to management using Google Analytics.
- Wrote copy for social posts with 100% grammatical accuracy.
- Represented ScreenApp on the campus of the University of Sydney to educate students about the product.
- Coordinate with the CEO and marketing team to identify and hire content creators for paid collaborations.
- Developed editing skills using Adobe Creative Cloud.

Awards & Certificates

- **2026 recipient of The Bette Rogge Morse Award to the Outstanding Senior Woman in Communication** awarded by the *University of Dayton*
- **2025 recipient of The Sinclair Broadcast Group Diversity Scholarship**
- **Social Media Certified** by *HubSpot Academy* valid from May 2025 – June 2027