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Everyone has a story to tell.

Today's avenues of communication are always changing. It's essential to be a skilled, versatile and creative storyteller who not only possesses a vast knowledge of a brand, product or mission of an organization, but also has the ability to capture and engage an audience honestly, uniquely, and succinctly.

Presently, I am the Senior Editor for Executive Communications in the Houston Methodist Academic Institute (HMAI). In this role, I serve as Editor-in-Chief for Methodology Magazine (digital and print) and lead for all executive communications for HMAI President and CEO, which includes Connections newsletter, Weill Cornell Medicine Dean's Letter, LinkedIn, Town Hall, scripts, and talking points. As editor/writer for HMAI publications (fliers, MADIs, Fact & Stats, Annual Report); collaborate with various entities throughout HMAI (Human Resources, Faculty, ENT newsletter, Underwood Center newsletter, Faculty and Research Development and HMAI National Reputation Strategy Team).

As Communications Manager at the University of Houston-Downtown (UHD) for the Division of Advancement & University Relations, my responsibilities varied from writing and disseminating executive, crisis communications, and human resource communications to serving as a media representative for the campus community to writing for UHD's philanthropic and fundraising efforts to marketing (internal and external), social media, and web efforts. Additionally, I lead the creation (theme development, art direction, budget management, printing/production) of the award-winning UHD Magazine, which celebrates the institution's vision and success of its students, faculty, staff, alumni, donors and friends of the University.

Before joining UHD, I spent nearly 10 years with CHI St. Luke's Health Texas Division, where I was afforded significant opportunities—managing editor/writer (radio, media/PR, advertising, digital marketing), art director, crisis communicator, ambassador of corporate branding—to capture and tell the many stories of this massive organization. As Division Manager of Corporate Communications, I led a team (designers, writers, media/PR specialist) and collaborated with a PR agency to create content and collateral that aligned with CHI's corporate image and voice to educate diverse stakeholders (patients, physicians, clinical staff, 6,800+ employees, donors, communities) via multiple channels.

My decades of experience and success as a published and award-winning writer/editor required more than the ability to correctly string words together—it required strategic immersion in a brand and knowing how to approach a story with a willingness to determine how, what, when, and to whom those stories are best told.

Thank you for your consideration. Please contact me at 713-822-4976 to discuss how my experience, enthusiasm, and skills can be put to work. Thank you in advance for your consideration.

Sincerely,

Sheryl E. Taylor

Sheryl Elizabeth Taylor

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Award-winning professional with 30+ years of experience in providing internal and external marketing communications for organizations composed of diverse stakeholders by conceptualizing, creating, and developing communication plans to effectively reinforce and build brand image.

EXPERIENCE

Houston Methodist Academic Institute Office of Communications & External Relations

June 2023 – Present

Senior Editor, Executive Communications

Editor-in-Chief for Methodology Magazine (digital and print) and lead for all executive communications for HMAI President and CEO, which includes Connections newsletter, Weill Cornell Medicine Dean's Letter, LinkedIn, Town Hall presentations, Annual Report, scripts, and talking points. Editor/writer for various HMAI communications for Human Resources, Faculty, ENT newsletter, Underwood Center newsletter, Faculty and Research Development and HMAI National Reputation Strategy Team.

University of Houston-Downtown Division of Advancement & University Relations

2016 – 2023

Communications Manager

Responsibilities extend into varied capacities—from writing and disseminating executive and crisis communications to serving as a media representative for the campus community to **senior writer and editor** for UHD's philanthropic and fundraising efforts, marketing, social media and web efforts. • Develop content for marketing promotional collateral representing UHD administration, colleges, and support services. • Preserve and serve as **guardian of the University's brand**, image and editorial nomenclature via the graphic and editorial/style guides for all University communication channels: UHD News (faculty/staff); and UHD's Alumni Connect e-newsletters; media releases and media/faculty expert tip sheets; and social media. **Editor & Publisher of UHD Magazine**, responsibilities include art director of the entire creative process from theme/story development to graphic design to photography to writing/editing; production/print/budget management and supervisory duties leading a team of writers, designers, and photographers.

CHI St. Luke's Health Texas Division

2013 – 2016

Texas Division Manager, Marketing & Communications

Creatively directed and managed in-house/external designers and writing staff to develop strategic collateral—internal/external audiences—that adhered to Catholic Health Initiatives (CHI) brand standards and voice for: 8 hospitals; 5+ St. Luke's Medical Groups; 8 Emergency Centers; Diagnostic & Treatment Center, Radiation Therapy & CyberKnife® Center; CHI St. Luke's Memorial (East Texas); CHI St. Joseph Health (Bryan/College Station); and St. Luke's Foundation (philanthropic fundraising). Managed a team that produced 450 projects annually that included communication efforts:

- Patient/Staff Education Publications
- Advertising/Billboards: Clinically Integrated Network Physicians
- HR Recruitment/Retention
- Web/Digital Strategy (internal/external sites)
- Annual Reports
- Leadership Newsletters
- Employee Campaigns
- Priority Service Lines: (Cardiovascular, Neurosciences, Orthopedics)
- Video Scripting/Editing

CHI St. Luke's Health Texas Division

2013 – 2016

Texas Division Manager, Marketing & Communications

- Led Division's Media/Public Relations staff to communicate achievements, awards/recognitions, scientific breakthroughs, physician/staff/patient stories were communicated to local and national media outlets—from press releases to broadcast opportunities to crisis communications. Achieved national placement of a patient story within a year of leading this area.
 - Worked closely with the digital strategy arm of the Division and daily collaborated with an external agency for advertising/external marketing campaigns for the entire Texas Division. Partnered with Division's Directors of Marketing and an external ad agency to develop marketing materials for internal and external constituents.
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St. Luke's Episcopal Health System (SLEHS)

2007 – 2013

Senior Coordinator, Marketing Communications

Served as managing editor and writer including the art direction, story/theme development budgets and photography for two-time award-winning Annual Letter from President & CEO; Annual Report on Nursing at St. Luke's Episcopal Hospital; Report to the Episcopal Diocese of Texas; and Board of Directors profiles, recruitment brochures, manuals, communication plans, external and internal websites, media releases, and social media for internal stakeholders including Human Resources, Recruitment Services, Benefits/Compensation, and Organizational Development. Radio/TV spots, billboards, and advertising for national and local venues to satisfy corporate branding campaign initiatives for SLEHS Department of Brand Strategy & Marketing as well as six newsletters (published quarterly with a total 6,500+ readership for audiences ranging from medical staff, patients, and community members to nurses and non-clinical employees).

University of Houston

2001 – 2007

Advancement & University Relations

Senior Communications Specialist

Created internal and external communications for more than 90 percent of the University's departments and colleges, including the award-winning President's Report; "BE" admissions campaign for prospective students; advertising/ marketing collateral; and university- and college-specific web pages.

Managing Editor

Led all art direction, photography and story ideas and development for the award-winning *The University of Houston Magazine* (published three times a year with a 180,000+ alumni readership).

Diversity Trainer

2005 – 2007

Conducted diversity training workshops for students, faculty, and staff for University of Houston departments, divisions, and colleges using the National Coalition Building Institute Prejudice Reduction Workshop Model.

SKILLS & TECHNOLOGY

- Art Direction
 - Corporate/Marketing Communication
 - Web/Print/Advertising Content
 - Magazine Editorship ▪ Feature Writing
 - Press Releases
 - Creative Team Leadership
 - Media/Crisis Communications
 - Project Management
 - Diversity Training
 - Vendor Relations Management
 - Internal/External Communications
 - Public Relations
 - Nonprofit/Development Communication
 - Higher Education Communication
 - Community Relations/Outreach
 - Oil/Gas/Telecommunications Writing
 - Print/Layout Production
 - Microsoft Office ▪ PPT
 - Press Page ▪ WordPress
 - Templafy ▪ Campaign Monitor
 - Everbridge
 - Meltwater ▪ PhotoShelter
 - Constant Contact
 - SharePoint ▪ Drop Box
 - Adobe Creative Suite (familiarity)
 - AP Style ▪ Chicago Manual of Style
 - Microsoft Teams ▪ Smartsheet
 - Google Teams ▪ Zoom
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HONORS & AWARDS

- 2019 Council of Advancement for Support of Education Bronze Award (UHD Magazine)
 - 2018 Lone Star Award (UHD Magazine)
 - 2013 Aster Award (Gold)
 - 2012 Houston Press Club Lone Star Award (Third Place)
 - 2012 Graphic Excellence Award (2 Gold, 4 Silver, 2 Bronze)
 - 2011 Graphic Excellence Award, St. Luke’s Episcopal Health System Annual Letter
 - 2008 CASE Grand Award, Four-Color Magazine (Gold)
 - 2007 PRSA Houston Chapter, Excalibur Award for Excellence (Gold)
 - 2007 TPRA Silver Spur, Best of Texas Silver, External Magazine
 - 22nd Annual Admissions Advertising Award, UH Admissions Viewbook (Merit)
 - 2005 & 2006 Houston Press Club Lone Star Award, PR Magazine (First Place)
 - 2005 & 2006 American Marketing Association Crystal Award Finalist
 - 2004 Houston Press Club Lone Star Award, PR Magazine (Third Place)
 - 2002 Houston Press Club Lone Star Award, Internet Feature Story (First Place)
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ORGANIZATIONS

Volunteer, Hope Over Hurt [501 (c)(3) service and engagement nonprofit]

EDUCATION

Texas A&M University, Bachelor of Arts, Journalism
Minors: English & History

REFERENCES AVAILABLE UPON REQUEST