

SHERYL ELIZABETH TAYLOR

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Award-winning professional with 15+ years of experience in providing internal and marketing communications for organizations composed of diverse stakeholders by conceptualizing, creating, and developing communication plans to effectively reinforce and build brand image.

EXPERIENCE

CHI St. Luke's Health Texas Division

2013 – 2016

Texas Division Manager, Marketing & Communications

Creatively directed and led in-house/external designers and writing staff to develop strategic collateral that adhered to Catholic Health Initiatives (CHI) brand standards and voice:

- Patient/Staff Education Publications
- External Advertising/Billboards: Clinically Integrated Network Physicians, HR Recruitment/Retention, Community Magazines
- Web/Digital Strategy (internal and external sites)
- Annual Reports, Leadership Newsletters, Internal Employee Campaigns
- Priority Service Lines (Cardiovascular, Neurosciences, Orthopedics)
- 8 hospitals, 5+ St. Luke's Medical Groups, 8 Emergency Centers
- Diagnostic & Treatment Center, Radiation Therapy & CyberKnife® Center
- Two Texas Markets:
 - CHI St. Luke's Memorial (East Texas)
 - CHI St. Joseph Health (Bryan/College Station)
- St. Luke's Foundation (philanthropic fundraising)
- Video Scripting/Editing

Project Manager for more than 450 projects produced annually in the Texas Division's Office of Marketing & Communications.

Collaborated with the Texas Division's Directors of Marketing and external agency to develop marketing materials for internal and external needs.

Led Media/Public Relations staff to meet the Texas Division's media and public relations needs—from press releases to broadcast opportunities—achieved national placement within a year of leading this area.

St. Luke's Episcopal Health System

2007 – 2013

*Senior Coordinator, Marketing Communications**

Managing Editor/Writer for health system projects, overseeing art direction, story budgets, and photography:

- 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, and manuals.
- Communication plans, external and internal Websites, media releases, and Tweets for internal stakeholders including Human Resources, Recruitment Services, Benefits/Compensation, and Organizational Development.
- Radio/TV spots, billboards, and ads for national and local venues to satisfy corporate branding campaign initiatives for St. Luke's Department of Brand Strategy and Marketing.
- 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.

** Promoted to Texas Division Manager, Marketing Communications of CHI St. Luke's Health Texas Division (formerly St. Luke's Episcopal Health System)*

University of Houston (UH)
Office of Editorial & Creative Services
Managing Editor

2001 – 2007

- Writer/Editor/Project Manager overseeing all art direction, photography and story ideas for award-winning *The University of Houston Magazine* (published three times a year with an 180,000+ alumni readership).
- Created internal and external brand messaging communications for University Marketing for more than 90 percent of campus clients. Messaging collateral included UH's award-winning *President's Report*; award-winning admissions collateral for prospective and transfer students; e-mail broadcasts; university and college-specific websites; and advertising, brochures and other collateral.

National Coalition Building Institute (NCBI)
University of Houston Chapter
Diversity Trainer

2005 – 2007

Conducted diversity training workshops for students, faculty, and staff for the University of Houston System's departments, divisions, and colleges using the NCBI Prejudice Reduction Workshop Model.

Neiman Marcus
*Business Manager***1997 – 2001**

Managed 8-member staff trained all makeup artists hired, caretaker of clientele database, inventory control, daily sales tracking and visual merchandising for seasonal and special event branding promotions. Contributed \$300,000 annually in sales to counter's \$1.7 million business.

Craft & Miertschin
*Training & Documentation Consultant***1995 – 1997**

Created training manuals and programs for Fortune 500 companies, including NYLCare, Fiesta Mart, Inc. and AIM Management); and developed and conducted training workshops on Stephen Covey's *7 Habits of Highly Effective People*.

SKILLS & TECHNOLOGY

Art Direction ▪ Corporate/Marketing Communications ▪ Web/Print/Advertising Content Development ▪ Creative Team Leadership ▪ Feature Writing ▪ Media/Crisis Communications ▪ Project Management ▪ Adobe Photoshop ▪ Microsoft Office ▪ Diversity Training ▪ Adobe Creative Suite (familiarity) ▪ Print/Layout Process ▪ Public Relations ▪ Vendor Relations/Management ▪ Event Planning ▪ Nonprofit/Development Communications ▪ Higher Education Communications ▪ Community Relations/Outreach ▪ Magazine Editorship ▪ Feature Writing ▪ SharePoint

HONORS & AWARDS

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 (Gold), Four-Color Magazine
2007 PRSA Houston Chapter, Gold Excalibur Award for Excellence
Best of Texas Silver, External Magazine, TPRA's 2007 Silver Spur
Merit for UH Admissions Viewbook, 22nd Annual Admissions Advertising Award
First Place, 2005 & 2006 Houston Press Club Lone Star Award, PR Magazine
2005 & 2006 American Marketing Association Crystal Award Finalist
Third Place, Houston Press Club Lone Star Award, PR Magazine
First Place, 2002 Houston Press Club Lone Star Award, Internet Feature Story

EDUCATION

Graduate • UH Business Management Institute • 2006
Bachelor of Arts • Journalism • Texas A&M University • 1989