

TAYLOR BATSON

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Education

Bachelor of Science in Information, Communication, Technology

Fall 2024

Florida State University (FSU), Tallahassee, FL

FSU Study Abroad International Program, London, United Kingdom

Summer 2023

Professional Experience

Data Entry Specialist Intern - FSU Information Technology Services, Tallahassee, FL

May 2024-July 2024

- Accurately transferred data from the current system to the new system.
- Ensured meticulous attention to detail, particularly with billing, asset, and recurring charge entries.
- Reviewed data error reports and engaging in problem-solving activities to rectify any discrepancies.

Server - Honeysuckle, Titusville, FL

April 2020-Current

- Resolved customer concern promptly, improving customer satisfaction.
- Consistently achieved above 18% tip percentage and highest sales on the floor.
- Created and shared engaging restaurant content on social media outlets.

Social Media & Marketing Intern - Fan Data Insights & FSU Information Technology Services, Tallahassee, FL

Jan. 2024 - April 2024

- Assisted in developing and implementing social media marketing strategies to boost brand visibility and reach.
- Monitored and analyzed social media performance metrics to track the success of marketing campaigns.
- Increased engagement by 23% through targeted social media (LinkedIn and X).
- Utilized graphic design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva and other relevant tools to create and edit designs.
- Utilized HubSpot for email marketing, created and shared content, and monitored performance metrics and open rates to track success of marketing campaigns.

Graphic Design Intern -Tally and Fin, Tallahassee, FL

Aug. 2023 - March 2024

- Utilized graphic design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools to create and edit designs.
- Contributed to brainstorming sessions and develop creative concepts and ideas for design projects, aligning with the company's branding and objectives.
- Adapted to changing project requirements and be open to exploring different design styles and approaches as per the project needs.
- Collaborated with the design team to create visual assets for various projects such as marketing materials, social media graphics, presentations, and websites.

Campus and Community Experience

- Hand Selected Member of Lambda Pi Eta, a honor society for the College of Communication and Information
 - Marketing Chair for FSU Association for Computer Machinery
 - Created a Facebook page, created flyers for Instagram posts and printed flyers for events.
- 2023-2024
- 2022-2023