



PERSONAL BRANDING PROJECT FOR SELFRIDGES

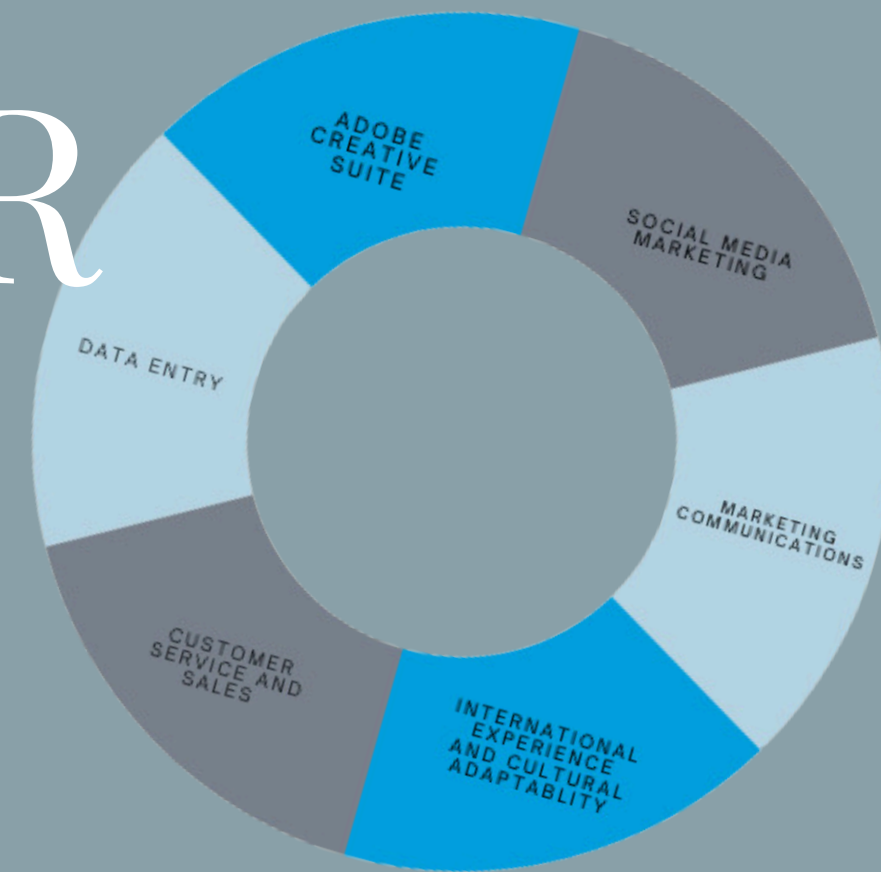
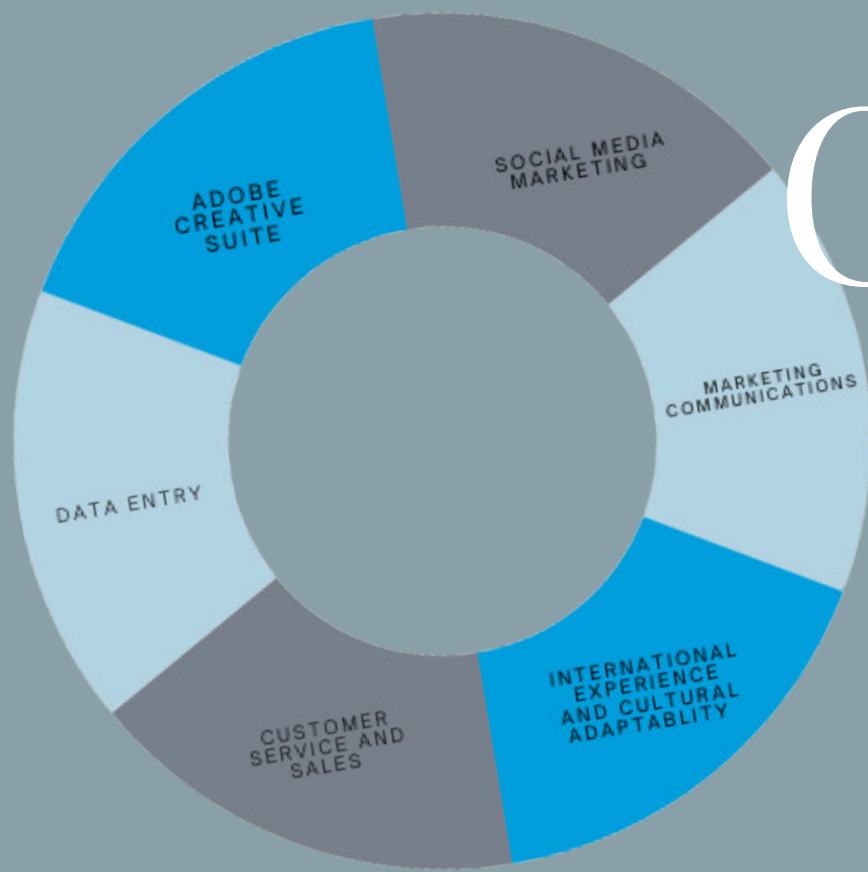
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TAYLOR BATSON

IDENTIFY WHAT MAKES YOU “YOU”

Throughout my life, I have had unique and life-changing experiences that have shaped who I am today. I lost my father to cancer during my freshman year of college, which ultimately changed my entire perspective on life and what is truly important to me. Taking everything I learned from him during my first 19 years of life, I strive every day to be the best version of myself (though sometimes I fall short), to put my all into the things I love, and to simply make him proud. While I have faced adversity at a young age, I have also had the privilege of studying abroad at the FSU London Center, attending an exceptional university, and spending part of my time living in London. These experiences have broadened my outlook and motivated me to want more for myself. I pride myself on my adaptability, resilience, empathy, and communication skills. During my time in the UK and US, I have pushed myself to make as many connections as possible and, as a result, have established relationships in finance, technology, cybersecurity, sales, and graphic design sectors. I have also had numerous internships in diverse areas which I believe have helped me become a more well rounded individual. I'm passionate about coffee, reading books (currently I'm reading the Bridgerton series), vitamins and their benefits, fashion and design, marketing sustainability, health and wellness, pickleball and tennis, taking workout classes, working on my french, and spending time with people that I love. In personal, professional, and social circles I would describe myself as dependable, organized, honest, hard working, and resilient. I would also say I am very vocal and blunt in personal settings. I would not describe myself as disorganized, complacent, inflexible, or unreliable.

CONSTRUCT YOUR EXPERTISE



Social Media Marketing - My coursework along side my previous two internships allowed me to strengthen my experience in creating engaging content. I researched social media trends and best times to post on various platforms to implement a strategy to gain the most traction possible. Throughout my internship with Fan Data Insights, I increased engagement on their LinkedIn by 23%.

Marketing Communications - During my internship with Fan Data Insights, I was tasked with creating marketing emails on HubSpot(CRM platform), creating landing pages, and tracking their performance.

International Experience and Cultural Adaptability - Both my participation in the FSU London study abroad program and currently living part time in London, has deepened my cultural knowledge and also adaptability. I feel very comfortable living in both places, and whilst living in London, I have visited so many other countries that have further deepened my cultural exposure.

Customer Service and Sales - I have held jobs in hospitality since I was 16, so I am very comfortable resolving various issues in a calm manner. I also have maintained a strong sales performance by being the top sales performer in each role I have held.

Data Entry - During my internship with FSU ITS, I became very comfortable transferring data accurately from one database to another and also making note of any discrepancies.

Adobe Creative Suite - My coursework along with my previous graphic design internship and a social media and marketing internship involved using Adobe Photoshop and Illustrator for assignments and to create marketing material (B2C & B2B), social media graphics, and graphics for email marketing. I also used Adobe to create graphics for a class project that involved running the Get Involved CCI Instagram page.

BRAND VOICE STATEMENT

With both a global and adaptable perspective, I strive to bring new ideas to the table that add value to everything I interact with. My brand voice includes honesty, reliability, and insightfulness to ensure that every job, project, and interaction reflects who I am as a person.

CONTENT EXAMPLE

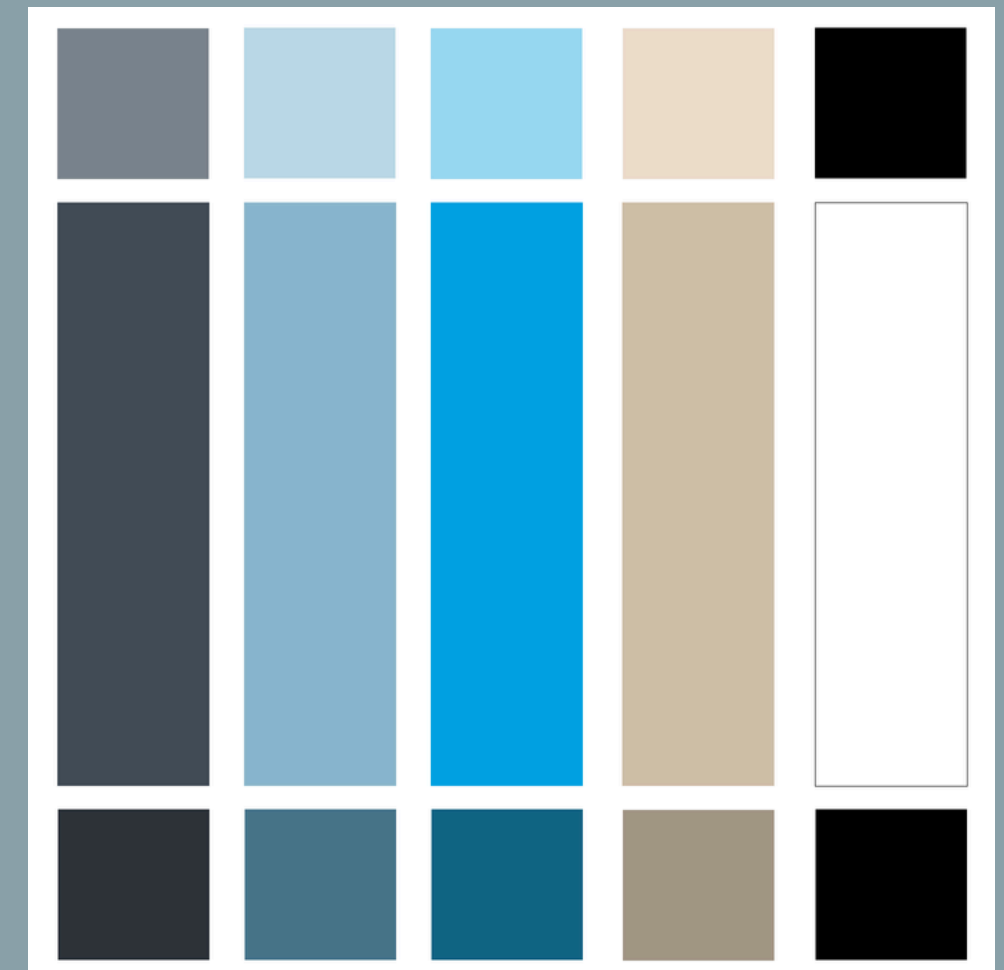
<https://www.taylorbatson.com/portfolio/>



LinkedIn Post



Instagram Post



Color Palette