

TAYLOR BATSON

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Education

- King's College London, Master of Science in International Marketing**

Expected September 2026

 - Start Date: September 2025
- Florida State University, Bachelor of Science in Information Technology**

December 2024

 - Majored in Information, Communication, and Technology
 - Dean's List: Spring 2024
 - Study Abroad: London, UK - Summer 2023

Professional Experience

- Honeysuckle, Titusville, FL — Shift Lead**

April 2020-Current

 - Reacted quickly to customer complaints with developed problem-solving skills.
 - Consistently achieved above 18% tip percentage and highest sales on the floor.
 - Created and shared engaging restaurant content on social media outlets.
- Vice Society, Tallahassee, FL — Barista/Bartender**

January 2024- May 2025

 - Ability to interact positively with customers, understand their needs, and provide helpful support
 - Expertly crafted a variety of coffee and espresso beverages, ensuring consistency and quality.
 - Promoted daily specials and upselling, contributing to a 15% increase in sales.
 - Crafted a wide range of cocktails, beers, and other beverages, ensuring consistent taste and presentation.
 - Developed and introduced new cocktail recipes, enhancing the bar's menu and customer experience
- Fan Data Insights & Florida State University Information Technology Services, Tallahassee, FL - Social Media & Marketing Intern**

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.
 - 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.
- Tally and Fin, Tallahassee, FL - Graphic Design Intern**

August 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

2023-2024
 - Marketing Chair for FSU Association for Computer Machinery

2022-2023

 - Created a Facebook page, created flyers for Instagram posts and printed flyers for events