

# TOSLIN A. TAYLOR

901.258.0246 | [tataylor2019@gmail.com](mailto:tataylor2019@gmail.com)

Accomplished multimedia journalist with experience in sports and news writing, as well as photo and video editing. Innovative social media guru and promotional video content connoisseur. Award-winning website design recipient as former Digital Managing Editor and Editor of the Arrow.

## RELEVANT EXPERIENCE

### **LICENSED SALES PRODUCER, ALLSTATE INSURANCE; MEMPHIS, TN**

JUNE 27, 2019-PRESENT

Responsible for marketing to business owners and families within the Memphis Metropolitan Area. Insurance sales agents contact potential customers and sell one or more types of insurance. They also explain various insurance policies and help clients choose plans that suit them.

### **CLIENT REPRESENTATIVE, RUSH, INC; MEMPHIS, TN**

MAY 13, 2019-JUNE 13, 2019

Responsible for taking a direct approach for customer retention and client acquisition for service-based Fortune 100 companies.

### **EDITOR, SOUTHEAST ARROW; CAPE GIRARDEAU, MO**

MARCH 28, 2019-MAY 11, 2019

Responsible for reviewing all articles and photographs for accuracy as well as potential libel or slander, and provides suggestions, if needed, about any changes to make before the publication goes to press or is released digitally. In the end, the editor-in-chief has the final word about which stories and photos that get published and design layout

### **DIGITAL MANAGING EDITOR, SOUTHEAST ARROW; CAPE GIRARDEAU, MO**

MAY 2018-MARCH 28, 2019

Responsible for leading the organization's evolution to a digital-first publication that broadens the capabilities and identifies new platforms through which the organization can engage key audiences. Also, accountable for generating original and compelling content for social media that effectively engages the audiences.

### **SPORTS EDITOR, SOUTHEAST ARROW; CAPE GIRARDEAU, MO**

MARCH 2018-MAY 2018

Responsible for monitoring sports trends, gathering important information in the area of sports, collecting data from reliable sources, editing and proofreading reporters' work, designing pages and retaining the interest of the target audience.

### **COPY EDITOR, SOUTHEAST ARROW; CAPE GIRARDEAU, MO**

SEPTEMBER 2017-MARCH 2018

Responsible for reviewing and correcting material to improve accuracy, readability, and fitness for its purpose.

## EDUCATION

### **SOUTHEAST MISSOURI STATE UNIVERSITY**

CAPE GIRARDEAU, MO - B.S. MASS COMMUNICATIONS: MULTIMEDIA JOURNALISM, MINOR INTEGRATED MARKETING COMMUNICATIONS

## SKILLS

Proficient at Adobe Creative Cloud: Audition, Premiere Pro, and Indesign, Sparks.

Expert at Microsoft Office: Word, Powerpoint, and Excel.

Expert Apple iWork: Pages, Keynote, Numbers, iMovie.

Expert at Google Drive: Docs, Spreadsheets, and Slides.

Expert at social media: Snapchat, Instagram, Facebook, and Twitter.

## CERTIFICATIONS

Tennessee Property and Causality Insurance Producer - 2019

