

Taylor Visoski

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Experience

Communications Intern, Discovery Communications, New York, NY Jun 2012-Aug 2012
Science, Velocity and Corporate Communications

- Composed media alerts, media lists and pitched to press for premiering shows on Science and Velocity
- A part of the publicity team for shows including *Through the Wormhole with Morgan Freeman* and *Overhaulin'*
- Assisted Science team with press for San Diego Comic Con 2012 events, including *Firefly 10-year Anniversary* panel
- Drafted communications strategies for *Oddities: San Francisco* and *Miracle Ball*
- Created full press coverage reports for Science panels at SDCC and Volkswagen Shark Week sponsorship
- Oversaw and maintained press web pages for Science and Velocity

Assistant Director - Communications, Hill Communications, Syracuse, NY Apr 2012-present
Student-run public relations firm

- Responsible for all internal and external communication for the firm
- Oversaw publicity efforts for W2O Group and Newhouse partnership announcement
- Advise firm members on proper communications procedures, including publicity and social media
- Oversee firm social media presence over multiple platforms, including Twitter, Facebook, Foursquare and LinkedIn

Communications Intern, Discovery Communications, New York, NY Jun 2011-Aug 2011
Science, Discovery Fit & Health and Planet Green

- Wrote media alerts, advisories, pitch letters, and arranged interviews with talent
- Designed a social media campaign for *Through the Wormhole with Morgan Freeman* on Science Channel
- Helped run a promotional event for *Wonders of the Universe with Brian Cox* on Science Channel
- Updated the Advertising Sales Senior Vice President bios
- Organized a video contest for Discovery interns across the US

Public Relations Intern, Rosamond Gifford Zoo, Syracuse, NY Sept 2011-Dec 2011

- Wrote lead feature story published in *My Zoo Magazine*
- Maintained zoo website and social media accounts
- Helped organize zoo promotional events and contests

Account Executive, Hill Communications, Syracuse, NY Jan 2012-Apr 2012
Student-run public relations firm

- Collaborated with Account Supervisor and three team members
- Earned five publicity spots for client in popular Central New York media, including The Post-Standard
- Increased client Facebook "likes" by more than 420%

3-time Ketchum Mindfire Challenge Winner Mar 2011-present
Crowdsourcing website contributor

- Created ideas for challenges facing Ketchum and real clients
- Designed three winning campaigns featuring social media, target audience research and advertisements
- Won \$400 in prizes for winning campaigns

Education

Syracuse University 2013
S.I. Newhouse School of Public Communications, Syracuse, NY
B.S. Public Relations Minors: Marketing, English and Textual Studies
Dean's List

Honors / Activities / Retail

- Dean's Scholarship
- Public Relations Student Society of America
- Hill Communications
- The National Society of Collegiate Scholars
- Yogurtland Employee of the Month - Oct. 2012

Skills

- Microsoft Office Suite
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- CisionPoint
- Lexis/Nexis
- Final Cut Express
- AP Writing Style
- IBM Lotus Notes
- SCUBA Certified