**Taylor Peatross**

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EDUCATION

**William Peace University,** Raleigh, NC, May 2017

Bachelor of Arts, Communication (Graphic Design concentration) | Minor, Business Administration

Academic Honors: GPA 3.7 | Magna Cum Laude | Communication Outstanding Graduate | Alpha Chi National College Honor Society | Dean Scholar | Dean’s List (multiple semesters)

RELEVANT ACADEMIC PROJECT: Designed ad campaign for Macy’s that included filming a commercial and presenting pitch to class.

COMMUNICATION and DESIGN EXPERIENCE

**Advance Auto Parts,** Communication Analyst, Raleigh NC, March-May 2019

* Promoted new financial program through the design of t-shirts and mugs incorporating new logo.
* Gathered over 700 names, with emails and phone numbers to create a program user distribution list.
* Compared vendors for office materials to determine which were the most cost effective. Efforts resulted in more efficient use of resources.
* Left position due to department relocation

**The Stone Agency**, Intern, Raleigh, NC, Jan-March 2019

* Conducted research on best practices for client development in the banking sector.
* Integrated Account Supervisor’s previous projects into a robust portfolio to bring to potential client meetings.
* Synthesized research findings in PowerPoint for marketing team.

**Office of Advancement, William Peace University**, Communication Intern, Raleigh, NC, Jan-May 2017

* Wrote 4-5 article samples for alumni magazine proposal on topics like alumni that now work for the

University, faculty bios, celebrating staff retirements, and showcasing holiday traditions at the University.

* Interviewed approximately 20 subjects, created relevant and probing questions, identified stories that developed into magazine articles.
* Took pictures for each article.
* Proofread the magazine before print.
* Posted pictures on the William Peace University Alumni Facebook page pertaining to the daily hashtag themes.
* Article titled “Becoming a Piece of Peace” was published in [Spring 2019 Alumni Magazine](https://issuu.com/wpeaceu/docs/01-wpu-peace_magazine-spring-believ/38)

**Showcase Rebranding Project,** Senior Graphic Design Course, William Peace University, Raleigh, NC, Jan-May 2017

* Showcase is an annual event at William Peace University that attracts over 1,000 community members and celebrates that year’s student accomplishments.
* Met intermittently with Assistant Dean of Academic Affairs to discuss goals for Showcase rebranding.
* Proposed logos, posters, banners, and invitations for client to review and provide feedback. Created a t-shirt to promote student involvement in event. Designed program given to attendees.

**Triangle Downtowner Magazine**, Graphic Design Intern, Raleigh, NC, May-July 2016

* Used Adobe to design sample ads for local clients looking to advertise in the print publication.
* Designed advertisement for local home for sale ad in print publication.
* Gathered information about topics like local wedding venues for publisher.
* Created large scale magnetic advertisements to be placed on fire truck (named “The Bean”) to raise money for charity.
* Added names and award titles to Adobe files that were put on plaques given to community businesses who were voted for titles such as: Best Local Hardware Store, Best Dental Office, and Best Asian Cuisine

ADDITIONAL EXPERIENCE

Sales Associate**, Macy’s**, Raleigh, NC, Nov 2021-Feb 2022, Seasonal

Sales Associate, **JCPenney**, Raleigh, NC, July 2017-July 2020

* Helped plan store holiday themed events for employees, this included days food was to be provided, and themed dress code days, including spirit week.
* Administer in-store and online returns at the returns and package pick-up counter. This involved looking up receipts and collecting customers’ information to deliver orders.
* Ensured correct cash counts in the opening and closing of registers.
* Maintained inventory organization for an efficient shopping experience.
* Left due to store closure.

Activities and Interests

PROFESSIONAL:

**The Peace Times (Campus Newspaper)**, Writer, Raleigh, NC Aug-Dec 2016

* Wrote articles relevant to Peace students to keep them informed and engaged. Article topics included: new dorms, new iPhones, and how to get discount student tickets to the Carolina Hurricanes hockey games.

**Oak City Outreach**, Volunteer, Raleigh, NC Feb 2017

**Guest Speaker**, Campus Open House, Communications Department, Raleigh, NC Spring 2017

PERSONAL:

**Piano Playe**r, 5 years’ experience

**Amateur Unicycle Rider**, 4 years’ experience

**American Sign Language**, Wake Technical Community College Courses, Raleigh, NC

**Enjoys Designing and Printing t-shirts to promote organizations and events.**