

Taylor Piva

taylorpivaphotography@gmail.com
620-778-5080

Education

Pittsburg State University — Pittsburg, KS

Masters of Arts in Communication (15 hours complete; non-graduate)

- 4.0 GPA
- Classes in Studio Portraiture, Surveying Communication, History of Mass Communication, etc.

Bachelor of Science (December 2014)

Major: Communication with an Emphasis on Advertising; Minor: Marketing

- GPA: 3.6
- Classes in Photojournalism, Public Relations, Critical Thinking, Advertising, Photography, Mass Media
- Member of: Transfer Scholar Leadership Program, Phi Eta Lambda Honors Society, Phi Theta Kappa
- Honors Received: Spencer-Hays Scholarship Recipient, Academic Achievement Scholarship Recipient, Jerry Haggard Memorial Scholarship Recipient

Work Experience

Taylor Piva Photography, Owner/Photographer—Fayetteville, AR (August 2016-Current)

www.taylorpivaphotography.com

- Collaborate with local business and clients to create visual digital marketing content.
- Manage and keep track of day to day operations.
- Create marketing campaigns for social media and email blasts regarding TP Photography.
- Analyze that marketing information and create strategic plans to increase customer growth.
- Expert in Adobe Creative Suite.
- Deep understanding for Nikon DSLR cameras, lenses, and lighting.

Erimish Bracelet Bar, Marketing and Communication Manager—Joplin, MO (February 2015-August 2016)

- Graphic Design and Creative Direction of product line-sheets.
- Traveled to trade show and fashion markets all over the U.S. to help with booth set up and wholesale sales.
- Created marketing campaigns to reach current and potential customers through social media outlets and email.
- Photograph all Erimish Bracelet Bar marketing materials including lifestyle and website photographs.

Cocos Boutique, Marketing Coordinator -- Joplin, MO (February 2015- August 2016)

- Post to Social Media including: Facebook, Twitter, Instagram, and a WordPress blog.
- Analyzed market data and created strategic marketing campaigns to help grow customer base.
- Photograph, edit, and manage clothing/models for our online shopping website using Photoshop, InDesign and Lightroom.
- Proficient in using the programs Shopify, Vend, and Shipstation.
- Develop and design all marketing materials including billboards, mailers, signs, and linesheets.

Vance Publishing, E-Media Intern — Lenexa, KS (May 2014- August 2014)

- Designed in-house advertisements using Photoshop and Dreamweaver.
- Recorded marketing data into GoogleDoc spreadsheets from DigiMag (Issue Tracking Service)
- Worked in a CMS system (Upland Clickability) to post stories, advertisements, etc.
- Wrote copy for graphic designers to put in advertisements.
- Expanded my knowledge of HTML coding.

Skills and Qualities: expressive, self-motivated, confident, punctual, great communicator, strong “eye for things,” organized, flexible, enthusiastic, fast-paced, technologically savvy, positive attitude, open-minded, respectful, determined.