

LAUREN TAYLOR

SHAPING BRANDS, STRATEGIES AND COMMS
FOR MAXIMUM IMPACT



(863)738-4000



lauren.nash73@gmail.com



laurennashtaylor.com



Orlando, FL

Strategic leader and communicator with expertise in brand management, multi-disciplinary projects, and stakeholder engagement. I thrive at the intersection of strategy, creativity, and collaboration, delivering impactful initiatives that inspire and resonate.

EDUCATION

Florida Southern College 2011-2014

Bachelor of Science in Education

4.0 GPA

Honors College Graduate

COMMUNITY

Osceola Library System Advisory Board 2024

UCF Early Childhood Advisory Board 2024-2026

Osceola Children's Cabinet 2024-2025

CORE COMPETENCIES

- Strategic branding and rebranding efforts
- Multi-platform campaigns and audience engagement
- Oversight of branded content and educational resources
- Cross-functional team leadership
- Budget management and resource optimization
- Planning and execution of high-profile initiatives
- Multi-channel communication strategies
- Stakeholder engagement and storytelling
- Grant writing, reporting, and analysis

RECENT WORK EXPERIENCE

Education Services Manager

WUCF PBS January 2023 - Current

- Lead communication strategies across digital, print, broadcast, and events to drive audience engagement.
- Manage brand initiatives, grant-funded projects, and cross-functional teams, delivering measurable results.
- Execute strategic planning, reporting, and budget oversight for branded media and educational content.

Teacher & Instructional Coach

Orange County Public Schools 2021-2023

Polk County Public Schools 2018-2021

Voice Charter School NYC 2017-2018

Polk County Public Schools 2014-2017

- Managed school-wide initiatives, including newsletters, parent outreach, and staff development.
- Served in leadership roles, including grade-level lead and Title 1 chair, to enhance team collaboration.

KEY ACCOMPLISHMENTS

- Enhanced Engagement: Increased email open rates from 13% to 35% and click-through rates from 1% to 10.5%, driving significant stakeholder interaction.
- Streamlined Operations: Improved team productivity by over 25% through workflow optimization and implementation of standard procedures.
- Elevated Brand Recognition: Spearheaded rebranding initiatives that boosted awareness and engagement, contributing to \$205,000 in competitive grant funding by aligning with audience needs.