

# Taylor Ross

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## OBJECTIVE

Sports Communications graduate student seeking opportunities in sports to create engaging and unique media strategies for teams in a competitive environment.

## EDUCATION

**University of Texas**, Austin, TX May 2025  
Masters of Art in Sports Communication/Strategic Communication

**Texas A&M University**, College Station, TX May 2022  
Bachelor of Science in Business - Minor in Communication & Health

## Research

Center for Sports Communication & Media fourth annual report, "Politics in Sports Media" - Quantitative

## EXPERIENCE

**Strategy/Content Tutor & Team Mentor**, Austin, TX August 2024 – Current  
*University of Texas Austin - Student Services (Intercollegiate Athletics)*

- Coordinate with Compliance Services to monitor compliance with NCAA and SEC rules and regulations
- Taught habits and skills individual student-athlete's needed in order to become effective independent learners
- Developed schedules and discussed time management strategies for student-athletes
- Supervised Team Study Halls

**Recruitment Assistant Intern**, Austin, TX August 2023 – Current  
*Texas Football - Intercollegiate Athletics*

- Collaborated with team of 4 for content creation for social media platforms and provided photography experience
- Coordinate with Compliance Services to monitor compliance with NCAA and SEC rules and regulations for all program and coaching staff recruiting activities
- Assisted with the execution of official and unofficial recruiting efforts for 250+ prospective student-athletes
- Trained to coordinate with director of recruiting & director of recruiting operations
- Created graphics for social media and internal communications
- Conducted weekly audits utilizing Excel and Google Sheets
- Created and distributed credentials
- Reviewed and processed confidential information

**Publicity Officer**, Austin, TX August 2023 – October 2023  
*Distinguished Speakers - Coordinate guest speakers*

- Managed publicity team and event task forces to promote speakers such as, Dr. Leonard Moore, Matthew Iommi, Martin Brundle, and a Circuit of the Americas Executive Panel.
- Created website, content, brand image/logos, and event design utilizing photoshop
- Increased social media engagement and reach by implementing a content schedule to create new followers
- Generated marketing campaign to get 300+ students to attend events

**Event Operations Staff**, Austin, TX May 2023 – July 2023  
*Circuit of the Americas - F1, Moto GP, Germania Amphitheater*

- Problem-solved quickly & adapted to unexpected changes in plans while maintaining predetermined time frame
- Efficiently organized large scale as well as private events, prioritized, and exceeded goals
- Facilitated a professional team environment and communicated effectively
- Coordinated with event manager to assist with VIPs
- Cooperated with team of 5 in all weather conditions

## **SKILLS**

- Advanced knowledge of Microsoft Excel, Microsoft Word, PowerPoint, Outlook, Google Docs, Google Drive, Google Sheets, and Photoshop
- Knowledgeable with recruiting software such as ARMS and UC Report.
- Detailed insight into social platforms including : Instagram, Twitter, Facebook, Snapchat, Tik Tok, YouTube, and Twitch
- Fluent in English

## **ACTIVITIES**

### **Austin Public Health**

October 2023 – Current

#### *Volunteer*

- Coordinated with staff to create food bags for those in need
- Collaborated with a team of 20+ people.
- Helped over 50+ families
- Created over 750 food bags for Thanksgiving

### **Pi Beta Phi, Sorority**

October 2018 – August 2020

#### *Alumni*

- Educated elementary students on how to read through the *Read, Lead, Achieve* philanthropy
- Promoted philanthropy events by coordinating in book donations and fundraisers
- Facilitated and supervised community service events