



TAYLOR KASPER

DIGITAL COMMUNICATIONS PROFESSIONAL

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EDUCATION

Bachelor of Journalism, Convergence
University of Missouri, Columbia, MO
August 2011- May 2015

AWARDS & CERTIFICATIONS

Google Digital Garage, 2017

Google AdWords, 2017

*AJMC: Honorable Mention for First
Person Writing in Consumer Magazine,
2015*

EXPERIENCE

ASSISTANT DIRECTOR OF COMMUNICATIONS | UIC ADVANCEMENT

February 2016 - Present

I implemented the department's first centralized social media guide and gave presentations across campus to help other units leverage social media effectively. I created marketing materials for the University's 7-year fundraising campaign, and managed projects with city and University officials to ensure marketing material deliveries. I created the University's first crowdfunding website and strengthened our online presence for #GivingTuesday. My daily responsibilities included posting to the UIC Alumni channels, maintaining all Advancement websites, internal mailing lists and SharePoint sites and designing, coding and dispersing external and internal e-newsletters.

WEB & SOCIAL MEDIA COORDINATOR | AMERICAN ACADEMY OF SLEEP MEDICINE

May 2015 - January 2016

I was responsible for creating strategies for company social media accounts and paid marketing campaigns on Facebook, LinkedIn and Google, and tracked our KPI with detailed analytics reports using Google Analytics and social media analytics tools. I built microsites for members to use as educational tools and optimized all sites to comply with current best practices in SEO, responsiveness and accessibility. I also scripted, produced and edited marketing videos and educational web tutorials.

COMMUNITY OUTREACH REPORTER | COLUMBIA MISSOURIAN

January 2014 - May 2015

I utilized social media, analytics and community events to give our audience content curated to their interests. I used Twitter, Facebook, Instagram and Snapchat to find story ideas, engage readers in conversations and get the word out about what the newspaper published. I also provided the newspaper with analytics reports that served as benchmarks for success.

SKILLS



Google Analytics



HTML/CSS/JAVASCRIPT



Wordpress



Adobe
Creative
Cloud



facebook.com/taylor.kasper



twitter.com/tkasp



linkedin.com/in/taylorkasper



instagram.com/tkasp