

# Sydney Taylor

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## Education

**Mary Baldwin University**, Staunton, VA  
B.A., Spanish Literature & Culture, May 2016

**Mary Baldwin University in Valencia**, Valencia, Spain  
Spanish Immersion Program, Summer 2014

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## Retail & Marketing Experience

**Elevated Associate, Limited Brands: Victoria's Secret**, Harrisonburg, VA, August 2013-May 2015

- Met and consistently exceeded daily, monthly and quarterly regional sales goals
- Held sole responsibility for all related training, mentoring and targeted marketing
- Monitored and guided daily communication between co-workers and clients
- Developed regular patrons due to high level of client satisfaction
- Conducted client research to better assess the needs of consumers

**Student Caller, Mary Baldwin University Alumni Association**, Staunton, VA, January 2013-May 2013

- Procured alumni donations for University funds
- Efficiently catalogued and validated alumni contact information
- Tailored specific marketing to clients based on demographic

**Sales Associate (seasonal), Walgreens Corporation**, Louisville, KY, September 2011-March 2013

- Aided clients in discovering appropriate products for their needs
- Promoted sales via specialty and holiday marketing campaigns
- Encouraged customer retention by building personal connections

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## Project Management

**Chair, MBU Black Student Alliance First Year Representatives**, Charlottesville, VA, August 2013-May 2014

- Orchestrated events to engage first year students
- Appointed officers and delegated responsibilities for efficient operation of committee
- Engaged first year students and familiarized them with the University community

**Summer Intern, Louisville Metro Housing Authority**, Louisville, KY, June 2012-August 2012

- Facilitated the organization and planning of a major citywide conference
- Researched national approaches to neighborhood revitalization issues
- Coordinated the attendance of national and international officials to conference

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## Activities & Volunteering

**Member, Futures in Fashion Association (FIFA)**, Staunton, VA, Fall 2014-Present *Daycare*

**Services, Westminster Child Care Center**, Harrisonburg, VA, Fall 2013-Present

**Merchandise Crew, Pancakes for Parkinson's**, Waynesboro, VA, Spring 2015

**Med Services, University of Virginia Hospital**, Charlottesville, VA, Fall 2015

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## Skills

- Fluent in written and spoken Spanish
- Proficiency in Microsoft Office suite, including Word, Excel, and Outlook