

# Chris Taylor

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Frankfort KY, 40601 | 502.330.8762 | ctaylor0179@gmail.com | linkedin.com/in/ctaylor0179

## Professional Statement

A detail-oriented creative with 7+ years of experience transitioning an organization into a digital, social world while working independently as a single staff communications department. Extensively skilled in graphic design, video production, photography and marketing while continuing a life-long journey of knowledge seeking. A highly relational individual who has managed, coached, and led a group of 20+ volunteers and effectively collaborates with internal and external customers.

## Skills & Abilities

- Customer Service and Relations
- Project Management (from planning to final execution)
- Task Prioritization and Organization
- Live Video Production
- Live Streaming (software & hardware encoders, RTMP streaming, stream hosting)
- Relationship Management and Collaboration
- Photography (specializing in event & stage photography)
- Video Production (script writing, directing and editing)
- Full Adobe Creative Suite
- Social Media Marketing & Management
- Email Marketing
- Website Design
- Copy Writing
- Able to excel with strict deadlines
- Live Platform Presentations
- Team Leadership
- Time Management
- Adaptability

## Experience

### COMMUNICATIONS DIRECTOR | CAPITAL CITY CHRISTIAN CHURCH | 05/2013 - 07/2020

#### Leadership, Relationship Management, Interpersonal Skills, and Collaboration

- Served as the primary contact point for guests and members when interacting with Capital City
- Led and trained team of 20+ volunteer photographers, videographers and online hosts for events and weekly services
- Coordinated with vendors to produce various marketing and production deliverables
- Implemented and managed live chat on website to facilitate visitor conversions
- Managed follow-up protocol for “customer” interactions (member emails, information requests, prayer & pastoral concerns, etc...)
- Set and managed a yearly communications budget (~\$16,000)

#### Technical Skills

- Purchased and installed equipment for live video and streaming
- Casted vision for direction of videography and photography
- Quoted tiered pricing for live streaming, video, and digital marketing projects
- Maintained, did troubleshooting, and trained volunteers on photo, video, and streaming software and hardware
- Co-Produced and Edited a weekly, episodic video series (*Drink Run Devos*)

#### Marketing

- Planned, scripted, directed and edited videos weekly for various targeted audiences
- Designed and maintained Capital City’s website and social media channels (Facebook, Instagram and YouTube)
- Designed and managed weekly email campaigns
- Coordinated and executed all marketing efforts in both traditional and new media
- Managed and protected Capital City’s online presence including traditional website and social media

- Crafted vision for how guests and members interact with Capital City's "corporate" presence
- Served as primary brand protector and advocate
- Developed and produced all print and digital deliverables
- Started and led the growing digital ministry - how Capital City acts as the Church in the 167 hours beyond a Sunday morning service
- Coordinated with Worship Minister as the Creative team - crafting unique and interactive worship services
- Developed Capital City's brand strategy and communications manual

#### **TUTOR & TEACHING ASSISTANT | KENTUCKY STATE UNIVERSITY | 08/2011 - 05/2013**

- Broke down challenging concepts and made them easier to understand for students
- Tutored mathematics students at the Academic Center for Excellence (ACE) from remedial mathematics to graduate level statistics
- Conducted group tutoring sessions with as many as 10 students taking the same course
- Crafted individual sessions tailored to each student's personal needs and learning styles
- Served as a teaching assistant for several introductory mathematics courses at Kentucky State University, occasionally led individual tutoring in that capacity as well as grading all assignments.

#### **PATIENT ACCESS REGISTRAR | FRANKFORT REGIONAL MEDICAL CENTER | 06/2010 - 08/2011**

- Served as patients' first interaction with Frankfort Regional Medical Center during a visit and delivered excellent service
- Registered all patients in the Emergency Room during nights and weekends
- Delivered information about consent forms and living wills
- Processed insurance and payment information

## **Education**

#### **BACHELOR OF ARTS | MAY 2013 | KENTUCKY STATE UNIVERSITY**

- Major: Actuarial Science