

# Rebecca M. Taylor (M.S.)

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## Expertise

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- Corporate Engagement
- Renewable Energy
- Sustainability
- Communication
- Audience Engagement
- Project Management

## Professional Summary

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I have spent the last five years developing a career in public service with a growing emphasis on communication and sustainability. In my current role at the Environmental Protection Agency, I can utilize my skills in communication, project management, and corporate engagement. I started my public service career in the Peace Corps, primarily focused on education roles, developing my project management, cross-cultural communication, and creative problem-solving skills. After my last Peace Corps assignment in Liberia, I knew I wanted to continue a career in communications. I took a job as a communications fellow at the National Peace Corps Association before returning to graduate school to obtain a master's in corporate communication and marketing.

## Professional Experience

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### Environmental Protection Agency

1200 Pennsylvania Avenue NW, Washington, DC 20004

**January 2020 – Present**

**Hours Per Week:** 40

**Program Manager**

#### Duties, Accomplishments and Related Skills:

- Working for the Green Power Partnership, a program that drives the voluntary market of renewable energy working with corporations and organizations
- Devise, design, and deploy communication plans based on program goals
- Regularly work with consultants to give direction on specific programmatic needs
- Collaborate with a wide variety of stakeholders, including Fourtoun 500, Universities and Public entities, to help them promote their partnership with the EPA
- Design and implement frameworks for long term strategic planning based on given mandates and best environmental impact
- Routinely help produce and deliver virtual webinar trainings for various stakeholders to help educate them on renewable energy
- Created a brand book to help raise the profile of the partnership and help craft high brand value
- Produce educational materials (white papers, videos, infographics) to educate various stakeholders
- Write and draft social media posts in a content calendar to drive engagement for partners
- Actively engage in conversations with members of the public who call with questions about the program and help them find solutions to their problems

## **Coca-Cola European Partners**

C/ Ribera del Loira 20 -22 Pº Castellana 259, planta 9ª

Madrid, Spain 28042

**March 2019 – July 2019**

**Hours Per Week:** 40

**Communication Consultant**

### **Duties, Accomplishments and Related Skills:**

- Master's capstone project focusing on a shift in branding and digital communications for Coca-Cola's brand towards sustainability, specifically around plastic pollution in the oceans
- Devised a research methodology to collect quantitative and qualitative data including focus groups, surveys, interviews, subject matter experts and academic journals
- Interviewed industry experts on best practices surrounding industry and communication trends
- Lead multiple focus groups of 12 people moderating questions and gathering insights on the target audience/consumers
- Conducted extensive scholarly research analyzing over 50 academic articles and compiling a list of trends pertinent to the project
- Designed a survey to gather customer insights, then promoted and solicited over 400 responses and analyzed the data to gather key insights relevant to the scope of the project
- Created five communication strategies (media relations, digital media/marketing, internal communications, public affairs, social media) that utilized strong storytelling to achieve the objectives set forth by the client
- Designed KPI tracking strategy to monitor and evaluate the effectiveness of the campaign
- Used graphic design skills to compile a 50-page report for the client detailing the methodology, key findings, and strategic communication suggestions with actionable tasks to help resolve Coca-Cola's concerns
- Made a final presentation before the executive board to pitch strategic communication plan and outreach initiative
- Received the Weber Shandwick prize for Best Final Project

**Supervisor:** Cristina Vicedo (+34 91 567 90 00) / cvicedo@faculty.ie.edu

**Okay to contact this Supervisor:** Yes

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## **Women's Initiative of IE University**

María de Molina, 31 Bis. Madrid, Madrid Spain

**10/2018 - 07/2019**

**Hours per week:** 5

**Communication and Gender Fellow**

### **Duties, Accomplishments and Related Skills:**

- Awarded fellowship based on previous experience in women's empowerment and diversity
- Managed implementation of the "Buddy Program" bringing together prospective students with current students to foster conversation and increase the application rate of females to the MBA

- program
- Edited, and wrote weekly emails with prospective students to increase engagement and answer any questions they had about the program
- Created digital content for the blog by conducting interviews and producing website material for external audiences
- Meet weekly with supervisor to collaborate on goals and set priorities for the following week to ensure essential tasks were achieved

**Supervisor:** Patricia Bonilla (+34 91 568 96 00) / patricia.bonilla@ie.edu

**Okay to contact this Supervisor:** Yes

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## **Net Impact**

María de Molina, 31 Bis. Madrid, Spain

**10/2018 - 07/2019**

**Hours per week:** 7

**Marketing Director**

### **Duties, Accomplishments and Related Skills:**

- Worked as marketing director of the largest club on campus that focused on sustainability and social innovation in business
- Lead and managed a team of three other students making sure deadlines were reached and all content was coherent
- Managed social media accounts, focusing on Instagram and LinkedIn to increase digital engagement through the editing and posting social media content regularly
- Utilized skills in digital photography to take photos, edit in Adobe Lightroom, and use for promotional purposes
- Routinely created digital materials by using InDesign to graphic design posters, pamphlets, and logos specifically for desktop publishing
- Designed a strategic marketing plan for a campus-wide event with over 600 attendees
- Created and lead the implementation of a content calendar to organize marketing plans and build content around Net Impact

**Supervisor:** Lynn Yates (+34 915689582) / lynn.yates@ie.edu

**Okay to contact this Supervisor:** Yes

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## **National Peace Corps Association**

1900 L St NW #610 Washington DC, DC 20036 United States

**March 2018 – October 2018**

**Hours Per Week:** 30

**Communication Fellow**

**Duties, Accomplishments and Related Skills:**

- Increased the open rate of the bi-weekly newsletter by 7% by using data to determine audience insights and leveraging metrics to create content to engage the target audience
- Routinely analyzed data on email marketing campaigns to create a customer profile and key insights of the target audience
- Developed a re-branding and advertising strategy to revitalize the travel sector of the business, evaluated target audience, benchmarked against competitors, and produced a presentation for the executive board
- Researched and implemented a new customer relationship management (CRM) structure for the sales team including meeting with multiple vendors to decipher the best technology based on the National Peace Corps Association needs
- Provided digital training to all staff, and helped to create a standardized process to increase efficiency surrounding new customer relationship management (CRM) technology
- Published bi-weekly articles and web content, utilizing different tones and perspectives to provide engaging content for the newsletter targeted at external audiences
- Developed an editorial calendar to structure and organize the release of digital content for the website and social media content for Facebook, Twitter, and Instagram

**Supervisor:** Meisha Robinson (301-730-1795)

**Okay to contact this Supervisor:** Yes

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**Peace Corps**

11th Street, Sinkor Salala, Liberia

**08/2017 - 03/2018**

**Hours per week:** 40

**Education Specialist**

**Duties, Accomplishments and Related Skills:**

- Short term assignment with the Peace Corps for an international NGO that focused on sustainable fashion with revenues supporting women and girls education in the local community
- Designed and implemented a comprehensive monitoring and evaluation framework to track the progress of students and community adult members enrolled in the educational programs
- Developed an education manual of over 100 pages to generate consistency and longevity in the program
- Responsible for both financial management (\$20,000) and grant management which included paying salaries and procurement of all necessary items for both educational division and production division of the organization
- Compiled monthly financial reports and presented documents to the CEO
- Produced 35% growth in revenue in 10 months by designing and implementing a strategic marketing plan to reach new consumers
- Planned and conducted bi-weekly training for employees to enhance their computer literacy, business and health knowledge
- Conducted value chain analysis to determine the highest area of potential growth, and used analytical skills to create an executive presentation for possible investors, partners, and government entities
- Routinely trained sales associated in sales techniques, including prospecting, relationship building, and closing the sale

- Consistently partook in networking with other organizations, NGO's, and stakeholders to learn best practices and expand the outreach and impact of the organization
- Lead and participated in a weekend GLOW camp training over 40 young women in empowerment and health
- Designed content marketing plan focusing on social media expansion, posting photos and captions to grow brand awareness and drive sales

**Supervisor:** Becky Banton (+231-7770-85859) / rbanton@peacecorps.gov

**Okay to contact this Supervisor:** Yes

## Peace Corps

Sichuan University, Box 278 No. 29 Wangjiang Road Chengdu, Sichuan, China

**06/2015 - 07/2017**

**Hours per week:** 40

**University Educator and Cross-Cultural Facilitator**

**Duties, Accomplishments and Related Skills:**

- Instructed 400+ students, faculty, and medical professionals in oral English and Western culture for four semesters at an internationally-accredited medical university as a government certified Foreign Expert
- Developed a variety of lesson plans and presentations using creative and participatory language learning methods for a wide range of audiences, from middle school students to experienced doctors
- Routinely produced specialized technical content presentations at the university request focusing on medicine, science, health, and technology
- Organized and managed weekly office hours, weekly informal events, and monthly topic-based lectures on American culture to enhance students' mastery of the English language, introduce new ways of thinking and communicating, and promote a deeper understanding of the U.S.
- Reviewed and edited a dozen internal and external documents, speeches, and invitations for Zunyi Medical University's President, Foreign Affairs Office, and International Language Department
- Functioned as subject matter expert on participatory teaching techniques and American culture during a two-week summer seminar with approximately 300 local educators in attendance
- Trained more than 60 international interns over two days on teaching English as a foreign language in China on behalf of the Education Department of Guizhou Province's International Exchange Association
- Elected out of 143 peers to be Chairwoman of the Volunteer Advisory Committee leading conversations and generating collaborative solutions with the administration on issues impacting service members
- Designed and facilitated nine training sessions for Volunteers on areas ranging from peer support and gender awareness to job hunting and professionalism online
- Co-trained counterpart teachers on intercultural communication in a day-long Counterpart Workshop with Peace Corps
- Obtained a grant of \$1,600 and utilized project management skills to oversee the implementation and procurement of a community library while managing a budget and working with multiple vendors

**Supervisor:** Zhu Kui (398-095-3209) / kzhu@cn.peacecorps.gov

**Okay to contact this Supervisor:** Yes

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## **MyPayment Network**

100 S. Baldwin St. Madison, WI 53703 United States

**09/2014 - 05/2015**

**Hours per week:** 40

**Account Manager**

### **Duties, Accomplishments and Related Skills:**

- Effectively worked in a Software as a Service (SAAS) tech-startup focusing on payment processing software for educational institutions
- Generated a 22% increase in revenue with existing clients by utilizing analytical skills to analyze data and identify business improving solutions
- Routinely provided first-class customer service to a variety of different clients including daily communication to help resolve issues over both telephone and email
- Decreased average onboarding time of B2B clients by two weeks through providing weekly technical training on how to effectively utilize software
- Attended networking events to meet other industry members and identify new business development opportunities including regularly traveling to trade shows to prospect new clients and pitch the software
- Routinely explained complex technology to a variety of clients, while adjusting and adapting to their level of training and tailoring each session to their needs
- Tasked with providing clients with monthly reporting on their accounts including transaction rates and overall cost saving figures

**Supervisor:** Dave Dunaway (415-722-0919) / ddunaway@mypayment.com

**Okay to contact this Supervisor:** Yes

## **Education**

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### **IE School of Human and Science Technology**

Madrid, Spain

October 2018 –July 2019

**Master of Science - Corporate Communication & Marketing - 3.87 GPA (Dean's List)**

#### **Relevant Coursework:**

- Digital Marketing
- Strategic Sponsoring & Partnership Management
- Corporate Social Responsibility and Social Impact
- Internal Communication and Change Management
- Non-Market Strategy and Public Affairs
- Ethics and Corporate Governance
- Content Marketing: Engaging Digital Communities
- Communication Planning, Measuring Intangibles and KPI's
- Reputation Management
- Issues, Crisis and Stakeholder Management

- Strategic Marketing
- Branding and Corporate Identity
- Entrepreneurship
- Visual Storytelling
- Strategy
- Media Relations and Media Training
- Graphic Design Workshop
- Photography and Video Workshop
- Digital DNA- Data Insights & Visualization

**University of Wisconsin-Madison**

Wisconsin, USA

September 2010 – December 2014

**Bachelor of Arts - English Literature & Gender Women's Studies**

**References**

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**Technology Skills**

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Microsoft Office Suite (Excel, Powerpoint, Word), MailChimp, Hootsuite, Salesforce, Google Suite, Tableau, SQL (Basic), Visme, Adobe (Indesign, Illustrator, Lightroom), Asana, Hubspot

**Language**

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|                         | <b>Spoken</b> | <b>Written</b> | <b>Reading</b> |
|-------------------------|---------------|----------------|----------------|
| <b>Spanish</b>          | Intermediate  | Beginner       | Intermediate   |
| <b>Mandarin Chinese</b> | Intermediate  | Novice         | Novice         |

**Volunteer Experiences**

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**Dreams to Reality Foundation**

Cape Town, South Africa

May 2014

- Worked as a teacher's aide in an elementary school setting
- Spent time doing teaching intervention to help students who had trouble with reading and writing

**Madagascar Research and Conservation Institute (MRCI)**

Nosy Komba, Madagascar

July 2014

- Worked to develop adult English language classes to help locals increase their business
- Created and developed health classes to promote wellbeing in the community

**Iko Poran**

Rio De Janeiro, Brazil

May 2013

- Worked in a community center on the outskirts of Rio de Janeiro, implementing basic English language lessons and community development projects

**Abroad Experience**

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Argentina, Austria, Brazil, Bolivia, Botswana, Bulgaria, Cambodia, Canada, Czech Republic, Chile, China, Honduras, Hungary, Italy, Japan, Liberia, Madagascar, Malaysia, Mexico, Mongolia, Morocco, Peru, Portugal, South Africa, Spain, Thailand, Vietnam, Zambia