

Taylor White

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Education

Mississippi State University, Starkville, MS

2016-present

Communication/Concentration Public Relations Major;

Minor in English

Expected Graduation Spring 2018, GPA 3.95

Meridian Community College, Meridian, MS

2013-2015

Associates degree in Arts

May 2015 Circle of Excellence Graduate

Scholarships Received/Honors Earned

- Gamma Beta Phi Honor Society President 2016-present
- President's List 2014-present
- MSU Intramural Women's Doubles Champion 2016-2017
- Captain of MCC Lady Eagles Tennis Team 2014-2015
- Ivy League Student Recruiter/Orientation Leader 2014-2015
- ITA & NCAA Scholar Athlete 2014-2015
- College of Arts & Science Spotlight Student 2017
- Community College Recognition Scholarship Recipient 2016
- NCCAA National Women's Tennis Championship Semifinalist 2016
- MCC Circle of Excellence Graduate 2015
- MCC Women's Tennis Academic Award 2015
- MCC Who's Who Among Two-Year College Students 2015
- Women's ITA Region III & National Most Improved Sophomore Player of the Year among 2015
- Junior and Community College
- Region XXIII Women's State Champion Finalist in Team, Singles, and Doubles Divisions 2014
- 14th in the Nation for Division I NJCAA Women's Tennis 2014
- Division I NJCAA National Women's Doubles Quarterfinalist 2014
- Eagle Scholarship 2013

Public Relations-Related Activities

- Public Relations Student Society of America President 2017-present
- Member of Starkville-MSU Chapter of Public Relations Association of Mississippi 2016-present
- Member of Southern Federation Public Relations Federation 2016-present
- Southern Federation of Public Relations Federation Annual Conference Attendee 2017

Public Relations Experience

Marketing & Communications Intern, Office of Admissions and Scholarships,
Mississippi State University

January 2018-Present

Specifically served in the area of Enrollment Marketing, with participation in the Student Recruitment area. Worked under the supervision of the Communications Coordinator to aid in the creation and development of print and digital marketing materials aimed to resonate with prospective students. Oversaw the daily process of editing and routing marketing pieces produced by the Office of Admissions' marketing firm. Aided in the production, implementation, and analysis of social media, video, web, and other digital content across the Office's platforms. Assisted with copy writing, editing, and/or design for print and digital marketing pieces.

Social Media Manager, Quitman Country Club, Quitman, MS

May 2017-July 2017

Facebook administrator. Managed social media content by generating content, managing posts' timeliness, gaining followers, and featuring relevant material. Increased page's followers by 56% and increased page's post reach by 358%.

Public Relations Specialist, Mississippi Insurance Group, Meridian, MS

May 2016-July 2016

Public relations specialist for launch of business. Built website using Wix website builder, generated an online presence through SEO and social media pages, and designed business cards, letterhead, and digital material for distribution on the website and social media.

Public Relations Intern, East Mississippi Foothills Land Trust, Meridian, MS

May 2015-July 2015

General overseer of nonprofit through a Riley Foundation Internship. Planned and promoted events, collected donations from benefactors, and managed communication with local news outlets, volunteers, donors, event coordinators, and organization leaders. Acted as a spokesperson in interviews and functions. Managed relationships through social media, community involvement, newsletters, and personal material. Generated fundraising opportunities. Recruited and managed members. Gained experience disseminating information to large numbers.

Campus Activities

• MSU Department of Communication Ambassador	2017-present
• The Honor Society of Phi Kappa Phi	2017-present
• Lambda Pi Eta Communication Honor Society	2017-present
• Featured spokesperson with Gamma Beta Phi	2016-present
• MSU Transfer Student Association	2016-present
• The Society for Collegiate Leadership and Achievement	2016-present
• Fellowship of Christian Athletes	2013-present
• Intramural Tennis Tournament	2013-present
• MSU Halloween Costume Carnival	2016-2017
• Belhaven University Women's Tennis Team	2015-2016
• Phi Theta Kappa Honor Society	2014-2015
• Arts and Letters Door Greeter	2014-2015
• English Tutor	2014-2015
• Recruitment Office Hand	2014-2015
• Recruitment Commercials and Banners	2013-2015
• Representation for MCC in Meridian's Christmas Parade	2013-2014
• Night for St. Jude spokesperson on WCBI	2018
• Tri Delta Sweets Night	2018
• Dinner Etiquette Participant	2018
• Gamma Beta Phi's Night for St. Jude	2018
• PRSSA Professional Headshot Fundraiser Coordinator	2017
• Featured on Department of Communication's Communication Connection	2017
• Theatre MSU presentation of 'The Little Mermaid'	2017
• Department of Communication Golf Tournament	2017
• MCC Homecoming Court	2015
• College Fair Recruiter	2015
• Campus Trolley Tour Guide	2015

Community Activities & Service Projects

MSU Volunteer	2016-present
• MSU Department of Communication Volunteer	
• Public Relations Coordinator for a Night for St. Jude	
• Gamma Beta Phi's Director of fundraising for St. Jude Children's Research Hospital	
• Christmas Toy Drive	
East Mississippi Foothills Land Trust	2015-present
• Chunky River Clean-Up	
• Stuckey Bridge Beautification Project	
Special Olympics	2013-present
• Swing for Laurie's Kids Volunteer	
• MCC Special Olympics	
• The Mustard Seed Volunteer	

<i>MCC Volunteer</i>	2013-2015
<ul style="list-style-type: none"> • My College Cares Project • Black History Pioneer Exhibit Volunteer • Love's Kitchen Can Food Drive • Mississippi Glow for Christ Cross Run 	
<i>Community Leadership</i>	2009-2014
<ul style="list-style-type: none"> • Mayor's Youth Leadership Council Member • Beautification Project of Quitman • Relay for Life Volunteer • Forestry & Wildlife Festival Volunteer 	
<i>The Salvation Army</i>	2013-2014
<ul style="list-style-type: none"> • Red Kettle Bell Ringer 	

What are your plans after completing your undergraduate degree?

After completing my undergraduate degree from Mississippi State University I plan on entering the workforce in order to better grasp what area of public relations I find most appealing. Considering the broadness of public relations, I hope to better to better understand how I would like to use my knowledge and skills while gaining real world experience. I plan on absorbing as much as possible from respected public relations professionals who have a wealth of knowledge and experience to share. During this initial entry into the workforce, I hope to earn my Accreditation in Public Relations within five years. After better understanding my niche in public relations, I hope to obtain a master's degree that complements my specific interests and pursuits. Eventually, I could see myself opening my own boutique public relations firm in Meridian, Mississippi. However, I am grateful to be in a field that is not limited to one specific plan. Throughout my future, I hope to let the inspiration and opportunity that accompanies public relations lead me to greater possibilities. Although I do not have a specific plan for my future after completing my undergraduate degree, I have confidence through use my knowledge in public relations that I will be in the position to peruse the opportunities that life has to offer.