

# Becca Taylor

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## Hello!

Check out my work online at  
[www.becca-taylor.com](http://www.becca-taylor.com) or  
[linkedin.com/in/rebeccataylor55](https://www.linkedin.com/in/rebeccataylor55)

## Education

### ***BA Journalism***

University of North Texas  
2014 to 2017

Major | Advertising  
Minor | Marketing

3.5 GPA, Cum Laude

## Skills

Copywriting  
Creative Writing  
Editing  
Illustrator  
Photoshop  
Social Media  
Mac + PC  
Intermediate French  
Beginner Italian  
Turtle Tracking

## Honors

President's List  
Alpha Delta Sigma Recognition

## Work Experience

### ***Copywriting Internship*** - Central Market

*Currently employed since July 2017,*

I support the e-commerce team in launching their curbside initiative.

My responsibilities include writing enticing descriptions for a variety of different grocery items, from packaged pantry products to fresh-cut meats and seafoods. I perform industry research, assist the team and participate in group meetings.

### ***Shop Assistant*** - Design Works at the University of North Texas *September 2015 - July 2017,*

I worked with large and small format printing, laminating, adhesive mounting, and other print-related responsibilities. I also became proficient in illustrator and photoshop. In addition to maintaining high levels of customer service, I ran the Design Works Instagram account, and increased followership by 45% in nine months.

## Life Experience

### ***Gravitas***, 2017

Worked as a copywriter on the UNT team for the National Student Advertising Competition. Assisted in the development of a full-scale campaign for our client, Tai Pei, a frozen Asian food company.

### ***Study Abroad***, 2016

Studied Italian for five weeks on the Amalfi coast. The experience improved my communication, my patience, and my tastebuds.

## Volunteer Experience

*Eco-Rep for the UNT Residence Association*  
*Dallas Zoo Camp Counselor*  
*Keep Grapevine Beautiful*