

Yvonne C. Taunton
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Motivated and energetic public relations and advertising professional utilizing my education and skill sets in a corporate environment by way of the higher education sector. Previous advertising and marketing account executive. Self-starter with solid communication skills and a strong work ethic. Creative thought-leader, solutions-driven and detail-oriented. Team player with excellent interpersonal skills and ability to manage multiple projects and meet deadlines.

EDUCATION

The University of Alabama at Birmingham, Birmingham, AL
Master of Business Administration Candidate, Marketing Feb. 2021 – Present

The University of Alabama, Tuscaloosa, AL
Bachelor of Arts - Public Relations, Communication Studies Dec. 2012

EXPERIENCE

UAB, Birmingham, AL Nov. 2018 – present
Public Relations Specialist II

- Manage daily public relations tasks for the university and health system, as well as providing communications counsel to UAB campus and UAB Medicine affiliates; protecting the overall reputation of the institution.
- Work with the chief communication officer, public relations director, managers and other specialists, as well as the research editor to develop and carry out communication strategies in the areas of media relations, issues management, crisis communications and integrated communications.
- Develop content for press releases, media advisories, public relations strategies and social media campaigns.
- Collaborate with the UAB Digital, Strategy and Marketing team to help promote the institution in a positive light through video and photo shoots, social media campaigns and graphics.
- Coordinate and facilitate media trainings to all UAB departments and chairs.
- Coordinate and facilitate any media outlets present on UAB's campus.
- Function as a monthly on call crisis communications specialist in relations to all issues/crisis management via the overall UAB institution.
- Serve as a crisis communications specialist on the COVID-19 crisis and media relations response team.
- Cover stories and media requests primarily within the School of Engineering; African American Studies; mathematics, political sciences; CORD; Institute of Human Rights; government, history, philosophy; computer and information sciences; criminal justice; exercise science; facilities and Office of Diversity, Equity and Inclusion.

o2ideas, Birmingham, AL Dec. 2015 – Oct. 2018
Account Executive

- Proficiently managed daily workflow of client projects in-order to deliver, exceed client expectations and meet tight deadlines in a fast-paced environment.
- Effectively communicated between clients, vendors and creative teams to garner all mandatories and deliverables needed to execute projects accordingly.
- Acquired local and national media coverage for clients by developing content for media releases, advisories and assembling media contact lists through monitoring databases.
- Conducted market research to remain competitive and knowledgeable of client related industries.
- Proactively sought out opportunities to leverage and position clients accordingly to their specific needs.
- Coordinated and assisted on all client video and photo shoots, brand workshops and media trainings.
- Managed and developed content strategies for clients' social media platforms via Facebook, Instagram and Twitter.
- Built relationships with clients in-order to maintain trust and stability.
- Clients included: Buffalo Rock, Protective Life, UAB Minority Health & Health Disparities Research Center, UAB Office for Diversity and Inclusion, The Mattie C. Stewart Foundation and NaphCare.

o2ideas, Birmingham, AL

Jan. 2014 – Dec. 2015

Account Coordinator

- Supported account supervisors to ensure continued progress of agency workflow process.
- Developed content for media releases, advisories, fact sheets, social media platforms, media pitches; and compiled media contact lists to distribute press materials for the security of client coverage.
- Managed and coordinated daily logistics such as scheduling meetings, internal reviews, weekly status reports, gathering quarterly media reports, creative briefs, budgets, timelines and meeting recaps.

M-Squared Public Relations, Atlanta, GA

Sept. 2013 – Dec. 2013

Public Relations and Marketing Intern

- Supported the president and account coordinator under several food, beverage and hospitality accounts by managing social media platforms; creating content for press releases, media pitches, PR reports, profile biographies; and compiling media contact lists and press clippings.

The Reynolds Group, Inc., Atlanta, GA

Jan. 2013 - June 2013

Public Relations and Marketing Intern

- Assisted a team of account coordinators and managers by creating content for press releases, profile biographies, media pitches, blog and event postings, attending photo and video shoots, morning news segments and managing daily logistics.

COMMUNITY INVOLVEMENT

Rotaract Club, Birmingham, AL

Oct. 2018 – Present

Vice President of Recruitment, Board of Directors, 2020-2021

Media Relations Chair, 2019-2020

Leadership Development Class Cohort, 2019-2020

UAB Minority Health, Birmingham, AL

Nov. 2017 – Oct. 2018

Young Professionals Junior Executive Board, Former Vice President

PRSA, Birmingham, AL

Jan. 2013 – Present

Co-Chair for Diversity and Inclusion, Board of Directors, 2021-2022

TECHNICAL SKILLS

Proficient in Microsoft Office Suite, Asana, Adobe Creative Suite, Cision, Metro Monitor, TV Eyes, Meltwater, Newswise, Basecamp, Canva, Hootsuite, Buffer, Wix, Prezi and Constant Contact

PERSONAL WEBSITE

www.yvonnecamille.com

LinkedIn

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