

Yvonne C. Taunton
1413 Maralyn Dr. Birmingham, AL 35235

(205) 460-5572
yctaunton@gmail.com

Advertising, marketing and public relations professional utilizing my education and skill sets in a corporate environment by way of the higher education sector. Previous advertising and marketing agency 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 Dec. 2022
Master of Business Administration Candidate

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

EXPERIENCE

UAB, Birmingham, AL March 2022 – Present
Public Relations Specialist III

- Manage daily public relations tasks and strategies for the university and health system, as well as providing communications counsel to UAB and UAB Medicine affiliates.
- Develop content for press releases, media advisories, communication strategies and social media platforms.
- Collaborate with the Digital Strategy and Marketing team to develop marketing communication strategies for various departments across the institution.
- Coordinate and facilitate informal and formal media trainings to faculty, staff, and students.
- Pitch and secure both local and national media coverage.
- Coordinate emergency communication during crises, issues, and reputation management events.
- Cover content and media inquiries for the UAB News site featuring these areas:
O’Neal Comprehensive Cancer Center, Radiation Oncology, Hematology Oncology, Radiology, Department of Surgery – Surgical Oncology, Gynecology Oncology and Urology Oncology

UAB, Birmingham, AL Nov. 2018 – March 2022
Public Relations Specialist II

- Developed content for press releases, media advisories, communication strategies and social media platforms.
- Collaborated with the Digital Strategy and Marketing team to develop marketing communication strategies for various departments across the institution.
- Pitched and secured both local and national media coverage.
- Covered content and media inquiries for the UAB News site featuring these areas:
UAB College of Arts and Sciences, Collat School of Business, School of Engineering, Facilities and Sustainability, Army ROTC, Honors College and Office of Diversity, Equity, and Inclusion.

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

- Proficiently managed daily workflow of client projects 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 mandates 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 to maintain trust and stability.
- Clients included: Buffalo Rock Company, 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 – Nov. 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

Communications Manager Co-Chair, 2021-2022

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, 2018

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, Mailchimp, Prezi and Constant Contact