

TAYLOR TUCKER

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EDUCATION

Clemson University <i>Bachelor of Science in Marketing</i>	Clemson, South Carolina May 2026 GPA: 3.75/4.00
University of California, Education Abroad Program	Florence, Italy Jan. 2024-April 2024

RELEVANT COURSEWORK

Clemson University MKT 3250- Professional Selling
Clemson University MKT 4950- World Markets: New York

WORK EXPERIENCE

Taylor Michelle Designs <i>Owner</i>	Central, South Carolina Sept. 2025-Present
- Design and sell custom-made buttons through Instagram and in-person sales, managing the full cycle from product to purchase - Leverage social media marketing and direct sales strategy to engage customers, promote buttons, and create revenue, demonstrating an entrepreneurial mindset and sales-focused communication skills	
Clemson University STRIDE Academic Research Translation Program <i>Marketing and Branding Intern</i>	Clemson, South Carolina Apr. 2025-Present
- Create branded content and ensure consistent communication across platforms using Canva and email outreach, resulting in a 24.7% increase in LinkedIn following - Plan and coordinate events for Clemson University research faculty, undergraduate students, and graduate students, enhancing engagement and community-building initiatives	
Clemson University Office of Transfer Programs <i>Marketing and Communications UPIC Intern</i>	Clemson, South Carolina Jan. 2025-May 2025
- Implemented strategic communication plans to engage and support transfer students using Clemson University branding to strengthen outreach and build relationships - Drove engagement through social media, newsletters, and event promotion, delivering consistent and persuasive messaging to increase participation and attendance; resulting in a 63.8% follower increase on Instagram	
Ronald McDonald House Charities of the Carolinas <i>Marketing and Communications Intern</i>	Greenville, South Carolina Sept. 2024-Nov. 2024
- Created content for all social media platforms resulting in a 20% increase in engagement (Instagram, Facebook, LinkedIn, X) - Collaborated with the Communications team to plan marketing campaigns and strengthen brand visibility	
Mama's Bakery <i>Marketing Intern</i>	Florence, Italy Feb. 2024-April 2024
- Managed and curated content for social media platforms, increasing customer engagement and foot traffic by 10% - Developed and executed strategic social media campaigns to promote the bakery's offerings and brand identity, increasing following by 50%	

LEADERSHIP EXPERIENCE AND EXTRACURRICULAR INVOLVEMENT

Clemson Yoga Club <i>Vice President of Marketing</i>	Clemson University August 2024-Present
Clemson University Student Government- Transfer Council <i>Chief of Operations, Public Relations Committee</i>	Clemson University August 2024-Present
Women in Business <i>Active Member</i>	Clemson University August 2024-Present