



Kristin
Taylor



WWW.KRISTINTAYLOR.NYC

ABOUT

A senior communications leader with expertise in building the brands of mission-driven organizations and coaching professionals at all levels seeking to grow as communicators

SKILLS

Strategic Planning • Team Management • Communications Coaching • Media Training • Media Relations • Thought Leadership • Brand Messaging and Positioning • Storytelling • Content Strategy and Creation • Writing • Editing • Public Speaking • Digital Communications • Social Media • Website Management • Crisis Communications • Issues Management • Internal Communications

COURSES

IDEO U: Hello Design Thinking

Northwestern University (Coursera): Content Strategy for Professionals

General Assembly: Intro to Google Analytics, Intro to Adobe Photoshop, Intro to Adobe InDesign, Social Media Strategy Mapping

EDUCATION

Columbus State University, University System of Georgia

B.A. in English Literature | 2005 - 2009

WORK EXPERIENCE

ORBIS INTERNATIONAL

Head of Global Communications and Marketing | Jan 2022 - present | NYC

Prior titles: Director (Jan 2021 - Dec 2021)

Associate Director (Aug 2019 - Dec 2020)

- Reporting to the President & CEO, lead global communications and marketing at Orbis's headquarters and across 13 affiliates and country offices
- Serve as a key member of Orbis's Executive Leadership Team and Crisis Management Team
- Develop and execute an earned media strategy to grow Orbis's brand and influence in the US and globally
- Drive thought leadership opportunities through contributed content, event participation, award applications, and more
- Plan and execute public announcements of Orbis news, including program launches and original research
- Lead the development of original content and marketing materials, including speeches, press releases, op-eds, video scripts, blog posts, and annual reports
- Develop and maintain official organizational messaging for use by headquarters, country offices, and affiliates worldwide
- Identify, train, and prepare a range of spokespeople for media interviews and public appearances
- Serve as an on-the-record spokesperson as needed
- Oversee paid opportunities, such as advertorials, commercials, and out-of-home advertising
- Supervise three full-time staff members and a range of consultants, including a PR agency, photographers, video producers, and graphic designers

WHAT WORKS CITIES (A BLOOMBERG PHILANTHROPIES INITIATIVE)

Associate Director of Communications | Mar 2019 - Aug 2019 | NYC

Prior titles: Senior Manager (June 2017 - Feb 2019)

Associate (May 2016 - June 2017)

- Reporting to the Executive Director, led the development and execution of WWC's communications strategy, including earned, owned, and social media, stakeholder engagement, and events
- Designed and led virtual and in-person courses on effective public communication that helped hundreds of city staff and chief executives improve their skills
- Ensured consistency of WWC messaging and branding across five partner organizations
- Amplified the best ideas and accomplishments of WWC to media and thought leaders
- Grew the brand by securing speaking opportunities for WWC and participating cities
- Prepped WWC spokespeople and city leaders for public appearances and media interviews



Kristin Taylor

KEY ACHIEVEMENTS

- Helped hundreds of individuals—from early-career professionals to senior-level executives—grow as communicators through media training, communications coaching, and storytelling workshops
- Led earned media strategies resulting in placements in outlets such as [The Wall Street Journal](#), [Newsweek](#), [Forbes](#), and [U.S. News & World Report](#)
- Managed creation of a [PSA](#) viewed by over 8 million people and picked up by nearly 400 stations across the US, including in top-10 markets, within the first three months of launch
- Led growth of Orbis's US media mentions by over 250% and global media mentions by 40% in first 15 months on the job
- Scripted a [60-second commercial](#) that aired 400 times during primetime in many top-100 markets on networks such as CNBC, CNN, Discovery Channel, etc.
- Managed a yearlong project culminating in Orbis being the focus of an [episode of Behind the Scenes](#), an award-winning Public Television series hosted by Laurence Fishburne; wrote the script for the segment and prepared spokespeople for their on-camera interviews
- Helped identify and managed pro/low bono advertising opportunities valued at US \$14 million in 2020
- Invited to lead communications workshops for city staff and chief executives at top industry conferences
- Shaped and launched the [Sharman Stein Award for Storytelling Changemakers](#), an annual award recognizing city staff using public communication to inspire change
- Contributed to a [Webby award](#) win while managing UNICEF's global YouTube channel



- Developed reports, one-pagers, decks, talking points, speeches, press releases, web and social media content, and other communications collateral
- Supervised a full-time junior staffer whose responsibilities included producing WWC newsletters and social media content
- Managed external consultants, including a PR firm team, graphic designers, and video producers

UNICEF USA

Program Officer, Global Citizenship Fellowship | Oct 2015 - Mar 2016 | NYC

- Directly supervised five Fellows charged with carrying out grassroots advocacy, fundraising, awareness-raising, and volunteer management in their respective cities: Atlanta, Boston, Chicago, Miami, and Nashville
- Developed and delivered workshops for the Fellowship's professional development curriculum
- Collaborated with the Director to recruit qualified candidates for the 2017 Fellowship class, comprising eighteen Fellows in twelve cities across the US

UNICEF

Features Writer | Oct 2011 - Oct 2015 | NYC

- Wrote features for UNICEF's global website, blog, and social media channels to mobilize support for campaigns, fundraising efforts, and awareness-raising initiatives
- Launched and produced content for UNICEF's "Photography and social change" series on Medium
- Acting as an internal consultant, reimagined and produced coverage of UNICEF's Executive Board, which comprises member states to the United Nations, by translating complex deliberations and policymaking into engaging features
- Served as unicef.org editor, acting as chief editor on a backup basis
- Managed UNICEF's global YouTube channel

ANQ: A QUARTERLY JOURNAL OF SHORT ARTICLES, NOTES, AND REVIEWS

Editorial Assistant | Feb 2009 - Apr 2010 | GA

- Oversaw projects throughout various stages of production—including screening manuscripts, reviewing copy, and coordinating peer-review processes—for print journal published by Taylor & Francis Group

COLUMBUS STATE UNIVERSITY WRITING CENTER

Writing Consultant | Aug 2007 - Dec 2010 | GA

- Facilitated workshops and one-to-one, group, and online tutoring sessions for writers of all skill levels across various disciplines
- Obtained master-level tutor certification, the highest possible, from the College Reading and Learning Association