

TAYLOR SWEENEY

Tjs16@email.sc.edu | 828-448-2519

EDUCATION

UNIVERSITY OF SOUTH CAROLINA

Bachelor of Science, Business Administration

Marketing and Management Entrepreneurship

Minor in Studio Arts

Graduating May 2024 | GPA:3.87

ACHIEVEMENTS & AWARDS

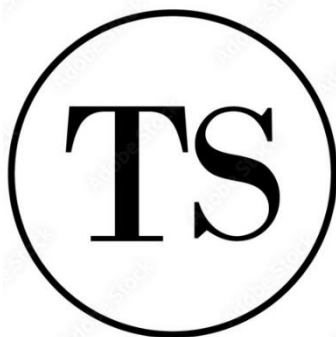
- Distinction Award - Academic Merit Scholarship
- Capstone Scholars Program
- Multiple recipients of the Dean & President list
- DMSB's Morrisette Annual Fund Scholarship
- DMSB's Karen Fedder Scholarship Annual Fund
- Brune Scholarship for Sales Excellence
- UofSC Panhellenic Pi Chi Recruitment Leader

INVOLVEMENT

- Carolina Sales Institute: Active Member
- Alpha Delta Pi Sorority: T-Shirt Committee
- UofSC Panhellenic: Pi Chi Recruitment Leader

SKILLS

- Microsoft Word, Excel, PowerPoint
- Adobe Photoshop and Illustrator
- Salesforce Onboarding
- Slack
- Canva



www.linkedin.com/in/taylorjaylynsweeney

WORK EXPERIENCE

BEVERAGE CART ATTENDANT AND WAITRESS

SILVER CREEK GOLF CLUB | MORGANTON, NC | MAY 2022 – PRESENT

- Provided exceptional service by greeting customers, answering questions, and making personalized recommendations to optimize profitability.
- Served various dining styles, ensuring exceptional customer satisfaction, and driving sales through up-selling by making proactive suggestions.
- Attended to the food, beverage, and service needs of customers on and off the golf course.

MARKETING AND SOCIAL MEDIA INTERN

ANTON& MAXINE | COLUMBIA, SC | JANUARY 2023 - MAY 2023

- Crafted engaging weekly newsletters and graphics to resonate with the designer's customer base.
- Ensured website content met designer's standards through meticulous content modeling and editing.
- Conducted research and monitored social media analytics to boost sales and enhance customer engagement.
- Designed compelling marketing content and executed growth strategies.

CAMPUS SALES MANAGER

SOUTH BY SEA | COLUMBIA, SC | AUGUST 2022 - DECEMBER 2022

- Cultivated relationships by providing personalized order guidance, design inspiration, and exceptional customer service.
- Ensured satisfaction through consistent communication and follow-up orders, increasing sales.
- Managed accounts and delivered high-quality apparel to Greek organizations on campus.

AU PAIR

ERWIN FARM MORGANTON, NC | JUNE 2021 -AUGUST 2021

- Delivered exceptional physical and emotional care, making sound decisions in childcare responsibilities.
- Collaborated with parents to monitor child development and progress, offering guidance on infant development.
- Executed daily household tasks to create a healthy environment for the family.