**­TAYLOR NICHOLAS**

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Education: **NEW YORK UNIVERSITY** New York, NY

# Leonard N. Stern School of Business

Master of Business Administration, May 2015

Specializations in Luxury Marketing Product Management, and Strategy

* Recipient, LAGRANT Scholarship for excellence in Marketing, Advertising & PR; Stern Alumni Scholarship

**WASHINGTON UNIVERSITY IN ST. LOUIS** St. Louis, MO

Bachelor of Arts, Women & Gender Studies and Psychology, May 2007

* Awarded Ervin Scholarship Recipient for academic excellence, leadership and commitment to service

Experience: **ALIVE MAGAZINE** St. Louis, MO

2010–2013 **Sales Account Executive**

* Sold and managed $600,000 portfolio containing over 200 active clients in first year as Account Executive, clients included: Brown Shoe Company, Anheuser-Busch and Washington University, as well as local restaurants, retailers and non-profits
* Achieved and exceeded $45K monthly print advertising sales goal consistently, produced half of company’s total annual revenue
* Managed marketing department revenue goals, personally secured funds for all 15 ALIVE franchise events

2008-2010 **Marketing Manager**

* Analyzed event budgets and worked with the Publisher to perform profitability analyses of each event and the department
* Produced over 50 events, collaborated with Account Executives to identify untapped sources of revenue among existing clients
* Collaborated with graphic designers to create and implement marketing and advertising campaigns for ALIVE and clients
* Ran ALIVE’s Marketing Internship Program, including screening, hiring and daily supervision of 4-8 interns

# 2008 Marketing & Events Coordinator

* Served as primary media contact for *St. Louis Fashion Week,* prepared press kit and executed PR strategy
* Organized press conferences, supervised media partnerships, and handled interview schedules for premier fashion designers (including Rachel Pally, Black Halo and Meghan Fabulous); landed dozens of stories in local and national media outlets
* Managed media engagements for Kimora Lee Simmons’ (CEO & Creative Director of Baby Phat Clothing and star of *Kimora: Life in the Fab Lane*) high-profile *Saint Louis Fashion Week* guest appearances

2007-2008 **TWIST MARKETING AGENCY** St. Louis, MO

# Junior Account Executive

* Assisted company owner with new business development, developed lead lists, researched luxury and lifestyle market trends, and prepared and presented proposals to potential new clients
* Teamed with Senior Account Executives to develop marketing campaigns and media buy schedules, wrote client press releases, brainstormed and pitched story angles to media, and planned events

Additional: Board of Directors, PROMO – Missouri’s statewide LGBT advocacy organization

* Young Friends Committee, Independence Center – Providing resources for individuals with mental illness
* Proficient in French