Taylor D. Shiley

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EDUCATION

TEMPLE UNIVERSITY, Philadelphia, PA   Graduation: December 2027
Klein College of Media and Communication, *Bachelor of Arts*
Major: Public Relations | **Minor:** Theater
Selected Courses: News Writing and Media Relations, Research Methods, Public Relations Theory, PRactical Grammar for Public Communications, Presentations for Policy Change

ACTIVITIES

Director of PR, BYFY: A Student-Run Musical Theatre Company   August 2025 – Present
Member, Temple PRSSA   August 2025 – Present

PROJECTS

A24 Research Project, Research Methods   August 2025 – Present
- Designed and executed a mixed-methods research project, combining qualitative and quantitative data collection for A24's company initiative.
- Conducted qualitative research (focus groups, interviews, ethnographies) and quantitative studies (surveys, experiments, ethnographies) to gather targeted insights.
- Synthesized findings into an in-depth report detailing methodology, sample pool, data analysis, and strategic recommendations.
- Delivered a professional presentation of key findings and actionable strategies to a target audience.

EXPERIENCE

TEMPLE UNIVERSITY, Philadelphia, PA   August 2025 – Present
Office Assistant, 1940 Residence Hall
- Managed essential front desk operations, including logging, sorting, and distributing high volumes of resident packages and mail.
- Resolved common resident issues such as lockouts and lost key replacements.
- Maintained security and confidentiality by strictly adhering to university procedures for key control and handling sensitive resident information.

ENSEMBLE ARTS PHILLY, Philadelphia, PA   May 2025 – August 2025
Audience Services Associate
- Responded to 25-30 inbound phone calls daily regarding ticket purchases, exchanges, general questions, etc.
- Remediate customer conflict and/or frustration professionally and efficiently.
- Navigate the computer system Tessitura for constituent and production details/availability.

SKILS

Software: Microsoft 365, Adobe Creative Suite, Canva, Tessitura