

# TAYLOR ROWE

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## EDUCATION

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### THE GEORGE WASHINGTON UNIVERSITY, School of Media and Public Affairs

**Bachelor of Arts**, Journalism and Mass Communication

Minor: Psychology

GPA: 3.7; Recipient of the Presidential Academic Scholarship

Washington, D.C.

May 2023

**Relevant Coursework:** Feature Writing, Narrative Journalism, News Writing and Beat Reporting, Broadcast News Production, Podcasting and Audio Journalism.

## EXPERIENCE

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### WEST END STRATEGY TEAM

Washington, D.C.

#### Communications Intern

Jan. 2023 – Present

- Responsible for compiling media lists, research on client-related news, and clips packages
- Writing press releases and media advisories
- Reaching out to journalists by pitching stories on behalf of clients

### GEORGE WASHINGTON UNIVERSITY WRITING CENTER

Los Angeles, California

#### Writing Consultant and Social Media Manager

August 2022 – Present

- Aids undergraduate, graduate, pre-law, pre-med, and faculty clients in the brainstorming, writing, and editing of their written work
- Provides constructive feedback regarding writing, grammar, structure, and citation styles
- Content creation and graphic design for Writing Center Instagram (@gwwritingcenter), in charge of putting out educational and informative content about the Center

### ACE ENTERTAINMENT

Remote

#### Film Development Intern

Aug. 2022 - Dec. 2022

- Writing script coverage on over 40 scripts and novels
- Compiling daily pop culture memos to keep executives up-to-date on relevant film, TV, and pop culture news.
- Maintaining updated spreadsheets of talent (actors, writers, and directors)

### TJR MARKETING

#### Founder

Remote

Oct. 2020 - Dec. 2022

- Founded a freelance social media marketing business during COVID-19 pandemic
- Social media management and content creation for a diverse portfolio of clients
- Writing of copy and graphic design for posts
- Responsible for a weekly increase in audience engagement on multiple social platforms

### SONY PICTURES ENTERTAINMENT

#### Brand Strategy & Marketing Intern

Los Angeles, California

Jun. 2022 – Aug. 2022

- Assisted the Location Based Entertainment & Marketing teams with daily tasks such as scheduling meetings and compiling accurate notes and briefs
- Spearheaded the creation of brand guides that summarize and disseminate brand identity for relevant Sony IP
- Writing script treatments for IP-themed live shows at theme parks

## SKILLS AND ACTIVITIES

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**Skills:** Adobe (Premiere Pro, After Effects, Audience), Social Media, GSuite, Microsoft Office, Wix, Canva, RStudio.

**Activities:** Vice President of Programming and Member Sigma Kappa Zeta Chapter, 2020-2021; Writer, GWU HerCampus, 2020; Staff Reporter, GW Hatchet, 2019 – 2020; Founder and Editor “Oxford Comma” literary journal, 2017-2019