

Sydney Taylor

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Education

University of Virginia, Charlottesville, VA
B.A., Spanish Literature & Culture, May 2016

University of Virginia in Valencia, Valencia, Spain
Spanish Immersion Program, Summer 2014

Retail & Marketing Experience

Elevated Associate, Limited Brands: Victoria's Secret, Charlottesville, VA, August 2013-May 2015

- Met and consistently exceeded daily, monthly and quarterly regional sales goals
- Held sole responsibility for all related training, mentoring and targeted marketing
- Monitored and guided daily communication between co-workers and clients
- Developed regular patrons due to high level of client satisfaction
- Conducted client research to better assess the needs of consumers

Student Caller, University of Virginia Alumni Association, Charlottesville, VA, January 2013-May 2013

- Procured alumni donations for University funds
- Efficiently catalogued and validated alumni contact information
- Tailored specific marketing to clients based on demographic

Sales Associate (seasonal), Walgreens Corporation, Louisville, KY, September 2011-March 2013

- Aided clients in discovering appropriate products for their needs
 - Promoted sales via specialty and holiday marketing campaigns
 - Encouraged customer retention by building personal connections
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Project Management

Chair, UVa Black Student Alliance First Year Representatives, Charlottesville, VA, August 2013-May 2014

- Orchestrated events to engage first year students
- Appointed officers and delegated responsibilities for efficient operation of committee
- Engaged first year students and familiarized them with the University community

Summer Intern, Louisville Metro Housing Authority, Louisville, KY, June 2012-August 2012

- Facilitated the organization and planning of a major citywide conference
 - Researched national approaches to neighborhood revitalization issues
 - Coordinated the attendance of national and international officials to conference
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Activities & Volunteering

Member, Futures in Fashion Association (FIFA), Charlottesville, VA, Fall 2014-Present

Daycare Services, Westminster Child Care Center, Charlottesville, VA, Fall 2013-Present

Merchandise Crew, Pancakes for Parkinson's, Charlottesville, VA, Spring 2015

Med Services, University of Virginia Hospital, Charlottesville, VA, Fall 2015

Skills

- Fluent in written and spoken Spanish
- Proficiency in Microsoft Office suite, including Word, Excel, and Outlook