

S. Amber (Moore) Taylor

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Professional Skills

- Strategic Communications
- Social Media
- Jargon “Translation”
- Media Relations
- Website Development
- Project & Budget Management

Professional History

Taylor Communications, Inc., Arlington, VA

June 2011–Present

President

- Provide social media, website development, media relations, video production and online marketing support to nonprofit, association and business clients.

Tricom Associates, Arlington, VA

April 2005–June 2011

Vice President

Account Executive

January 1995–June 1997

- Strategic communications for nonprofit, research, education, environmental and labor organizations, including the National Environmental Education Foundation, Alliance for American Manufacturing, American Institutes for Research (AIR), Cable in the Classroom, BlueGreen Alliance and International Association of Fire Fighters.
- Provided all media services including messaging, press release writing, media pitching, social media outreach, development of written and web-based materials and spokesperson training.
- Secured media coverage in national, regional and trade media outlets including *The New York Times*, *The Washington Post*, *The Philadelphia Inquirer*, CNN, *The Huffington Post* and *Education Week*. Increased a client’s annual event coverage by 600 percent in one year, resulting in more than 1,000 news stories.
- Expert in online and social media, including client training on Twitter, Facebook, Flickr and YouTube. Live-tweeted and blogged events for the BlueGreen Alliance and Alliance for American Manufacturing. Launched client podcast channel and led video production for clients.
- Guided teams of designers and programmers to redesign and rebuild websites focused on audiences, content, user needs and experience and ease of maintenance. Sites include www.americanmanufacturing.org, www.air.org and www.eldercareworkforce.org. Additionally, led the public launch of the *eLECTIONS* online learning game (<http://broadband.ciconline.org/elections>).
- Established relationships with national partners. For example, secured the location-based service Gowalla to develop a special “pin” and promotion for visitors of public lands to raise the visibility of National Public Lands Day and to reward volunteers.
- Managed three staff and six consultants, 10 projects at a time and budgets up to \$250,000 annually.

Forum for Youth Investment, Washington, DC

Director of Communications

February 2004–April 2005

- As part of executive team, developed external communications and business strategies. Managed overall strategic communications to build internal and external communications infrastructures and brand the Forum’s staff and products.
- Directed media relations and communications activities with policy, research and advocacy audiences, including the implementation of a successful audio conference series.
- Oversaw development and dissemination of products and collateral materials and website redesign.

Child Trends, Washington, DC

Director of Outreach and Media Relations

January 2003–January 2004

Manager for Government and Community Relations

February 2002–January 2003

Assistant Director of Communications

November 1998–October 2000

- Directed outreach to the media, Congress, the administration and state and local policymakers and served as a liaison for service providers and research, advocacy and professional organizations.

S. Amber Taylor, 2011 Resume

- Established the organization as a national source for the media and policymakers looking for data and trends on American children.
- Served as primary communications strategist, writing all press materials and pitching, leading to national media placement in *The Washington Post*, *USA Today*, the Associated Press, CNN and National Public Radio. Worked with editorial writers and columnists from *The Wall Street Journal* and *The Washington Post* on issues related to welfare reform and children.
- Conducted outreach to Congress and the administration during welfare reform reauthorization, including drafting legislative language and facilitating meetings with Hill staff.
- Oversaw designers for print and Web products and managed the publications department. Developed marketing strategies and instituted online sales.
- Managed communications budgets totaling \$700,000 annually. Supervised staff of up to three.
- Worked closely with foundation funders; wrote funding reports for the communications department and contributed to funding proposals (narratives and budgets).
- Directed award-winning website, revising user interface and site design. Managed site testing and official launch (site since has been redesigned). Established and maintained listserv.

Rogers & Associates Inc. (now Rogers Ruder Finn), Los Angeles, CA

Account Supervisor

October 2000–January 2002

- Managed media and stakeholder projects and event planning for the California Children and Families Commission (First 5 California), then chaired by actor/director Rob Reiner, and 58 county commissions. Launched *Kit for New Parents* (parent education videos and brochures), earning widespread state and targeted national media attention, including a major press conference in Los Angeles (18 TV cameras attended); conducted statewide satellite media tour to all media markets in California; produced video news release; and placed exclusive, day-of story in the *Los Angeles Times*.
- Generated media coverage in targeted markets across the state on programs, funding announcements and early childhood issues, including coordinating multiple press conferences and developing talking points for spokespeople at the state and county level.
- Led redesign and printing of bilingual *Kit for New Parents*, distributed annually to 500,000 Californians.
- Presented communications program as a part of a team to secure the three-year, \$36 million contract from the state of California.
- Supervised staff of four (plus consultants during major events).

Legislative Demographic Services, Arlington, VA

Communications Specialist

October 1997–November 1998

- Provided strategic communications counsel for corporations, associations and advocacy groups to enlist and motivate employees/members to engage in political issues important to the organization.
- Developed recruitment plans, issue updates and mobilization plans. Wrote and designed grassroots materials, including welcome kits, newsletters, brochures, action alerts and member correspondence.
- Conducted research for clients on such issues as global climate change treaty and on the political process, i.e., PACs and state voter registration rules. Analyzed and reported on focus groups.

Education

The George Washington University, Washington, DC

M.A., Political Management (Issues Management)

Ohio University, Athens, OH

B.A., Political Science and Certificate, Political Communications

Computer and Online Skills

- Managed multiple website redesigns working with designers and programmers; sites built and managed in Drupal, Joomla and Wordpress.
- Social media expertise: Facebook, Twitter, YouTube, Flickr and LinkedIn.